

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor*

75th YEAR

NOVEMBER, 1952

**C. E. BICKFORD & CO.**  
COFFEE BROKERS

NEW YORK  
88 Front St.

NEW ORLEANS  
427 Gravier St.

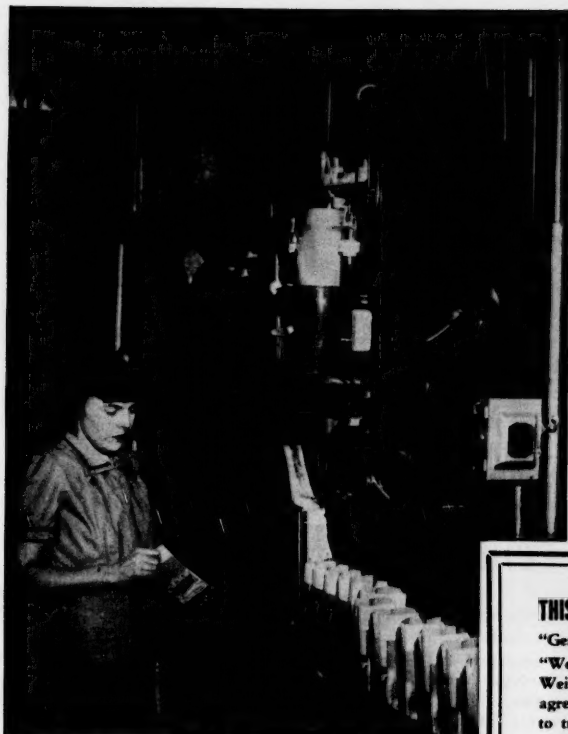


*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau  
120 WALL STREET • NEW YORK 5, N. Y.





## New Operators Can Be Trained Within a Few Days for The BAR-NUN Bag Feeder Opener and Weigher!

### THIS BAR-NUN USER\* WRITES:

"Gentlemen:

"We not only find your Bar-Nun Bag Feeder and Weigher accurate and efficient as represented, but agree that its simplicity of operation allows us to train new operators within a few days' time; consequently we are able to improve our efficiency and personnel relationship by changing our production line jobs every two hours."

\*NAME ON REQUEST

## IMPROVE EFFICIENCY AND PERSONNEL RELATIONSHIP

You can step up the efficiency of your packaging department labor with the BAR-NUN Bag Feeder, Opener and Weigher. As experienced by the user quoted above, the BAR-NUN may also improve personnel relations through frequent changes in production line jobs! BAR-NUNs are indeed so simple and automatic in operation that new operators can be trained in a few days. Only about half-time of one operator is needed to keep the BAR-NUN going at a rate up to 1800 one-pound bags per hour! Beyond the big savings in time and labor, BAR-NUN accuracy eliminates wasteful overweights. Underweight danger is stopped, too. Let us give you details on the BAR-NUN Bag Feeder, Opener and Weigher that will bring biggest economies in your plant.

**B. F. GUMP CO.**

Engineers & Manufacturers Since 1872

1312 So. Cicero Ave., Chicago 50, Ill.



B. F. GUMP CO.

NOVEMBER, 1952

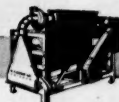
EDTAUER-DUPLEX  
NET WEIGHERS

IDEAL GREEN  
COFFEE CLEANERS

GUMP COFFEE  
GRANULIZERS

BAR-NUN WEIGHERS  
AND BAG FEEDERS

IDEAL COFFEE  
ELEVATORS





## Coffee creates a new American scene

Scenes like this are being repeated more often than ever before all over America. People at work . . . at home . . . at play — all taking time out for a growing popular habit. It's the "coffee-break"!

Earlier this year the Pan-American Coffee Bureau began a nationwide campaign to develop one of the industry's most profitable *undeveloped* markets: the 63% of American coffee-drinkers who *did not* drink coffee between meals. To promote between-meal coffee drinking in terms of consumer

benefits, a new action-compelling phrase was created . . .

**"Give yourself a 'coffee-break' and get what coffee gives to you... Work better... Feel better... Think better!"**

Taken as part of the Bureau's continuing program to promote coffee at the commodity level, the "coffee-break" is working to make *more* people drink *more* coffee *more* often than ever before. For the entire coffee industry, the "coffee-break" creates a sound merchandising theme to support every roaster's brand selling efforts.

### PAN-AMERICAN COFFEE BUREAU

120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic  
Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

© 1952



# The Coffee Connoisseur and the **PLATE MILL**



Experienced restaurateurs are reputedly among the best judges of coffee cup-quality—and the most critical of coffee buyers. They prefer BURNS Plate Mill grinds, which have the reputation for rich, full-bodied brews.

According to conservative estimates, 90% of the coffee supplied to restaurants, hotels and institutions in this country is ground in BURNS Plate Mills. Moreover, this discriminating trade buys a substantial percentage of the total bulk of coffee consumed.

Most of the many mills we sell each year are additions to—not replacements of—production facilities. This is due to the simple fact that a BURNS Plate Mill stays on the job, year after year, without loss of efficiency.

It is an axiom in the coffee trade that no other type of grinder approaches the BURNS Plate Mill in over-all saving of grinding department costs. This economy includes the initial investment, long-lived operation, and the simplicity of low-cost maintenance throughout service. "No trouble!"

Bulletins 12G2, 14G2 fully describe these dependable favorites of the coffee connoisseur and of the roaster's grinding department.

BURNS #14 COMPACTOR MILLS, with chaff reduction feature. Capacity: 600 to 1200 lbs per hour, depending on grind.

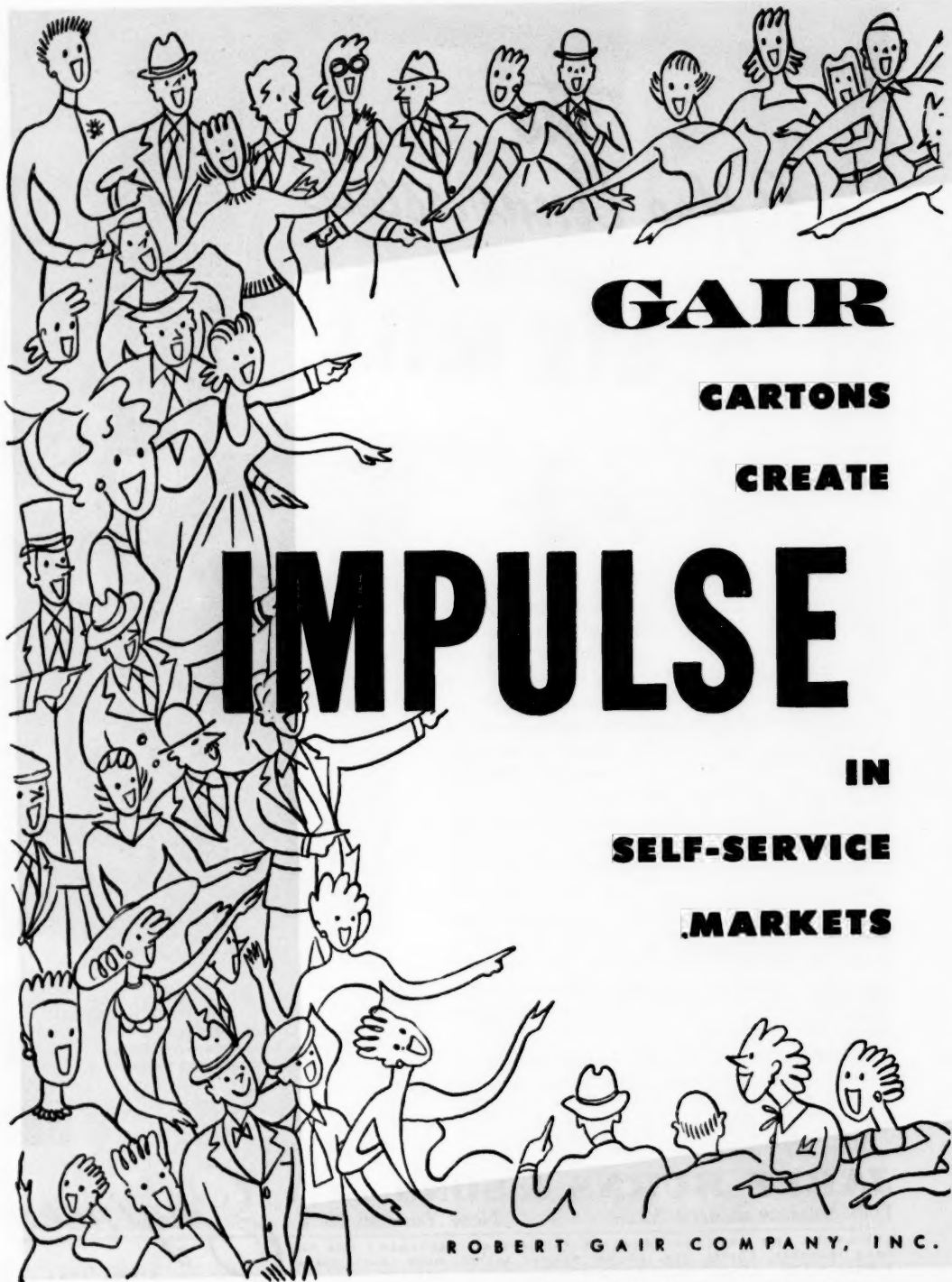
MEMBER OF  
**NCA**

**JABEZ BURNS & SONS, INC.**  
11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

NOVEMBER, 1952

*Engineers*  
SINCE 1864



**GAIR**

**CARTONS**

**CREATE**

**IMPULSE**

**IN**

**SELF-SERVICE**

**MARKETS**

**ROBERT GAIR COMPANY, INC.**

COFFEE & TEA INDUSTRIES and The Flavor Field



Increase sales, profit and good will, with dynamic Gair Cartons. More and more, Impulse Buying of a product in Self-Service markets depends on the attractiveness and selling impact of the package.

# BUYING

Safeguard the success of your new package by placing your packaging problem with the Gair organization. Yes! Gair has been designing and manufacturing folding cartons with a powerful "Sales Impact" for almost a century. For complete information

*Write for Brochure on Gair Cartons.*

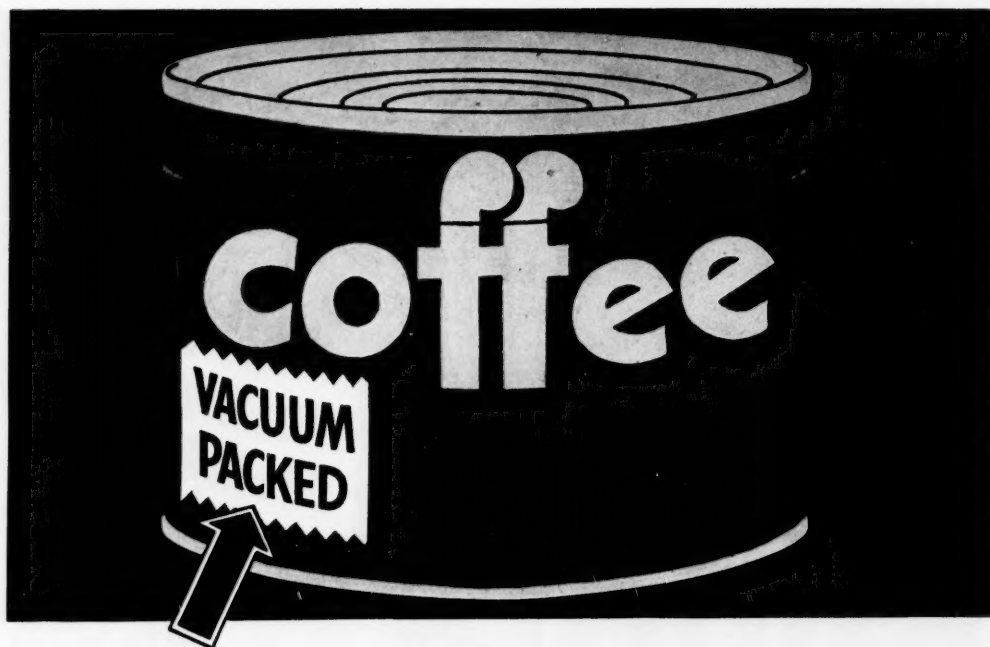


## GAIR

PAPERBOARD  
FOLDING CARTONS  
SHIPPING CONTAINERS

155 EAST 44TH STREET • NEW YORK • TORONTO





*This seal has a story  
worth telling!*

**When a woman** opens a can of vacuum packed coffee, she hears a sudden "p-f-f-t-t!"

That "p-f-f-t-t!" is actually the promise of roaster-fresh coffee *flavor*! She knows that this coffee is fresher, richer, and more delightful, because it is packed in a vacuum—without flavor-robbing air!

If your coffee is vacuum packed, why not put a prominent seal on your container! Let women know that you do protect your coffee's flavor and freshness.

In your advertising, too, tell women about the protection you're giving your coffee with vacuum packing!

Say "vacuum packed" every chance you get!



**NOW**  
**MORE THAN EVER**  
**IS THE TIME TO**  
**SAVE**  
**WITH**

**SANTOS**  
**COFFEE**  
**MEANS**  
**QUALITY**

**THEY WILL**  
**ENJOY YOUR BLENDS**

*JUNTA DE FORTALEZA*

NEW OFFICES: **SAO PAULO • RIO DE JANEIRO • LIMA • BOGOTA • QUITO • GUAYAQUIL • SANTIAGO • VALPARAISO • SANTIAGO DE LOS CABALLEROS • SANTIAGO DE LOS CABALLEROS**  
 BRANCHES: **CABO VERDE • S. TOMÉ • ANGOLA**

# "Coffee belongs in cans!"

## SAY AMERICA'S HOUSEWIVES

**HOUSEWIVES PREFER** coffee in cans because it's easy to carry home, stores compactly on pantry shelves, and flavor and aroma are fully protected. There's never any loss or waste through breakage.



**YOU CAN'T BEAT  
CONTINENTAL'S SERVICE  
TO COFFEE PACKERS**

When you come to Continental, you get more than tight, brightly clean coffee cans. You get the best in personalized service, too. Our technicians can help with plant layout or closing

machine maintenance, show you how to step up production, or design labels with sales appeal. We'll welcome a chance to discuss your problems! Just give us a call!

**CONTINENTAL © CAN COMPANY**

**EASTERN DIVISION**  
100 East 42nd Street, New York 17

**CONTINENTAL CAN BUILDING • 100 East 42nd St., New York 17, N. Y.**

**CENTRAL DIVISION**  
135 So. La Salle Street, Chicago 3

**PACIFIC DIVISION**  
Russ Building, San Francisco 4

**COFFEE & TEA INDUSTRIES and The Flavor Field**

## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 30, Ill.

### 2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 36, N. Y.

### 5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 3, Colorado.

### 6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers

I have checked: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

Firm Name \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

NOVEMBER, 1952

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

NOVEMBER 1952

Vol. 75, No. 11

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75th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

it's back to



Boca Raton

Preliminary plans for the 1952 convention of the National Coffee Association, to be held December 8th-11th at the Boca Raton Club, Boca Raton, Florida, call for informal get-togethers on Sunday, December 7th. The General Order Club opens at 5:00 p.m.

Edward Aborn, NCA president, will preside at the first session Monday, December 8th. He will introduce J. S. Garvett, president of Churchill, Inc., Miami coffee roasters. Mr. Garvett is scheduled to turn the rostrum over to Florida's governor-elect, Dan McCarthy, who will welcome the conventioners.

At the opening session, distinguished guests from producing countries and heads of regional coffee associations will be presented.

Mr. Aborn will also introduce the new executive vice president of the association, John F. McKiernan, successor to W. F. Williamson.

Final item at the session will be Mr. Aborn's annual report as NCA president.

Tuesday, December 9th, William D. Roussel, NCA vice president, will preside. Dr. C. A. Krug, director of the Instituto Agronomico in Campinas, Brazil, will report on new developments in coffee production. Dr. William H. Cowgill and Dr. Frederick L. Wellman, U. S. Department of Agriculture Scientists, will report on their Point 4 round-the-world mission to seek ways of fortifying American coffee trees against plant diseases of the Orient.

Then a two-hour forum will delve into coffee merchandising methods, developments in machinery, the role of the New York Coffee & Sugar Exchange, the use of sales incentives, and factors in foreign exchange. Each subject will be led off by an expert in the field, followed by give-and-take from the floor.

Progress in the establishment of a Brewing Institute will be revealed Wednesday, December 10th, by T. Carroll Wilson. Jerome S. Neuman will sum up the work of the Publications Committee over the past year. Winding up the session will be an address by one of the nation's leading political figures.

On Thursday, December 11th, the Pan-American Coffee Bureau will present a report to the convention. Then the annual business meeting will hear various committees and officers and directors for the coming year will be elected.

On the social side, Monday will see a reception tendered by NCA President Aborn. Tuesday night professional entertainers are scheduled. Wednesday the steak roast, well remembered by Boca Raton veterans, will take place. The annual banquet will be held Thursday night.

William D. Roussel is chairman of the 1952 NCA convention committee, with Austin O'Brien in charge of program. Assisting are J. D. Anderson, Walter Emmerling, Gus Westfeldt, Jr., J. L. Robinson, Wesley C. Becker and Jerome S. Neuman.

On the nominating committee for the 1952 NCA convention are Wesley C. Becker, chairman, Overton Dickinson, Fred H. Silence, Frank W. Buxton, Paul E. Taft, W. Wirt Wickes and E. A. Johnson.

## John F. McKiernan is named executive vice president of NCA

John F. McKiernan has been appointed executive vice president of the National Coffee Association.

Regional director of the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce since January, 1949, Mr. McKiernan takes over his new post December 1st. He fills the vacancy left by the resignation of W. F. Williamson in July.



John F. McKiernan

Edward Aborn, NCA president, pointed out that Mr. McKiernan's foreign commerce experience is in keeping with the major importance of coffee in international trade.

As eastern seaboard representative of the Secretary of Commerce since 1949, Mr. McKiernan has directed the activities of a staff of 300.

Prior to his affiliation with the Department of Commerce, Mr. McKiernan was for two years a special assistant to the president and director of international sales of E. R. Squibb & Sons International Corp. His duties included overseas assignments to Spain, Portugal, the Middle East and South Africa, to investigate the advisability of capital investment.

As vice president of Home Products International Corp. in 1946 and 1947, Mr. McKiernan had wide experience in merchandising such nationally-advertised products as Clapp's Baby Food, G. Washington Coffee, Kolynos Tooth Paste and

(Continued on page 32)



## coffee's place in the sun

By EDWARD ABORN, President  
National Coffee Association

I know it is customary for the president of the association, when discussing a forthcoming national convention, to say that this year's meeting will be the most important in the history of the industry. I believe, however, that there is more than casual justification for that statement this year. The coming convention will not only have the largest attendance of any ever held by the National Coffee Association. It will also attract the greatest representation from countries outside the United States.

This news, I realize, will startle no one who is accustomed to attending the annual coffee conventions. With every succeeding year, we've come to expect overflow attendance and steadily increasing registrations. Of particular interest, I think, are the reasons why the meetings of the coffee industry attract such wide attention. First, of course, is the established appreciation of the importance of the National Coffee Association to the domestic coffee industry. Added to this is the steadily growing realization that coffee is a factor of vital importance to world trade.

During the last 20 years, the importance of coffee as an article of commerce has grown rapidly and steadily. The association has kept in constant step with that progress. As a matter of fact, it has in many respects been the cause of the progress, as well as its beneficiary.

Coffee now represents something more than 12 per cent of all imports into the United States. The importance of this fact is very difficult to exaggerate.

In virtually the entire civilized world the measure of prosperity or of financial well-being is found in the amount of goods sold to this country. In total, the amount of our import trade in dollars is the yardstick by which is measured the fiscal stability of the free world. Of these dollars, one in eight, approximately, is created by the trade in coffee.

The convention at Boca Raton will be a meeting place of the men who control, create and promote this trade.

Coffee has an importance in international commerce, however, greater than even its awe-inspiring total dollar volume would indicate. This importance arises from its concentration, the requirements of the trade in coffee have made possible and necessary a host of incidental services, which, in turn, create more trade.

There is little doubt, for instance, that the bread-and-butter certainty created by coffee trading has made possible

the excellent international banking service found in all producing countries. Such service makes possible trade in many items of lesser importance—items which would otherwise never reach this market.

On a larger scale, there is no doubt but that the steadily growing tourist industry between this country and Brazil, for instance, is based on the availability of splendid and luxurious passenger boats which owe their very existence to the coffee industry.

These examples could be elaborated almost indefinitely. Coffee is a great and important trade in itself. It creates important trade by the very fact of its existence.

It is not surprising that the meetings of the coffee trade, which have long set the tone and pace of the industry in this country, are of interest not only to coffee men but to men in many collateral fields. The meetings are of particular interest to these allied industries because their services are based on the maintenance of the market now existing. For many of them any falling off in coffee trade would create problems beyond solution.

The coffee industry of the United States is not unaware of its importance and responsibilities in any of these fields. Its deliberations have always had an atmosphere of sober responsibility. Its decisions have had a profound effect for the good not only of its own fortunes but of the fortunes of others.

There was a time when only the association said that per capita consumption could be increased. It was increased. There were those who said that coffee's goodwill in this country had been destroyed permanently. The association said that goodwill could be restored along with consumption—and proceeded to prove it. There were those who said coffee couldn't, and wouldn't, get transportation during the war. The association proved that it could.

At every turning point in the association's history, the right road to follow has been determined at a coffee convention such as the one now coming up at Boca Raton.

There is little mystery, then, as to the vast international and inter-industry interest in the coffee meetings. People attend to learn and discuss things of specific importance to their own operations. In that, they are never disappointed. They also go to the conventions because they have the feeling that to attend is to share in the making of the industry's history.

The trade in coffee between the United States and Latin America has always been an ideal one. Producing no coffee itself, the United States has become an almost insatiable market. It produces, on the other hand, things which the coffee-growing countries need and for which there is no

(Continued on page 17)

# Invisible Ink Makes This Coffee Bag A Hit



INK YOU CAN'T SEE sold the Andresen Ryan Coffee Co., packers of the famous "Arco" brand coffee, on this improved Piggly Wiggly Coffee Bag.

You can't see the ink because it isn't there. And, because it isn't, Andresen Ryan now saves fifty cents on every thousand bags.

Here's how it works. On the bottom of the bag (see diagram, lower right) appear the words "Roaster Fresh Coffee." Clean, simple printing on a white background. It used to be the other way around—the bottom printed in solid color. The change to the present style was all that was necessary to effect a substantial saving.

Union coffee packaging experience can serve you as it does Andresen Ryan. We will be glad to study your bag in the light of the design, manufacturing, printing and merchandising benefits that are the reward of 37 years of packaging cooperation with the country's leading roasters.



## HOW THIS BAG IS MADE

Production Features of  
Piggly Wiggly 1 lb. Package



### Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

TYPE OF BAG:  
Automatic

SIZE:  
1 lb.

OUTER PAPER:  
50# White S. C.  
Pique Embossed

INNER LINER:  
30# Amber  
Glassine



INKS: Red, black  
and gold

SPECIAL FEATURES:  
Tuck printing  
identifies bean  
coffee contents and

tells customer how  
to get it ground.  
Tin tie attachment  
helps clerk repack  
and close quickly  
and securely.

# UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION



Woolworth Building, New York 7, New York

# coffee now has goodwill insurance

By JEROME S. NEUMAN, Chairman  
Publications Committee  
National Coffee Association

A sense of security is a wonderful thing. It minimizes immediate problems and increases one's capacity for positive and progressive action. Today there isn't a coffee man in the United States who shouldn't have a very real sense of security. You are insured against the loss of your most priceless asset, the goodwill of the American public.

The problems we all face in our individual operations are difficult and sometimes exceedingly troublesome. However, they would evaporate into nothingness, together with our various business operations, if consumers stopped drinking coffee. The reasons they stopped would be of minor importance. The fact that they stopped would be disastrous. Two years ago they almost did. Every coffee man can today be secure in the knowledge that never again will we come that close to catastrophe. Never again will we see our market slipping away from under us. The American public isn't mad at us any more, and we, as an industry, are taking steps to see that they never will be again.

There is only one reason that we can confidently state that the coffee industry will never again be in such grave danger. That is because the National Coffee Association will never again be without a sound, intelligent and strong public relations program.

This is no small responsibility that has fallen on the shoulders of the 35-man Publications Committee, this business of safeguarding the most valuable asset of the coffee industry. Like any protective organization, we must maintain a constant vigil. We must have a highly-developed ability to sense danger. We must be able to move on a second's notice. Meantime, we must work diligently to strengthen our position so that we will be able to withstand future assault, no matter how strong or how well organized. Because the members of the committee are so close to the dangers which threaten, we feel our responsibility very deeply.

We are proud of the way in which we have discharged our responsibility to you and every member of the coffee industry during this past year. A detailed account of the manner in which the public relations program has had a vital influence on your individual operation since the last convention will be presented to the full membership at Boca Raton. I, personally, am anxiously awaiting that opportunity to outline some of the accomplishments of the committee

during 1952. Not only because it is always a pleasant experience to report outstanding progress and service, but because I consider it of vital importance that every member of the coffee trade be aware of the objectives of the National Coffee Association's public relations program and knowledgeable about how the program works for your particular profit and benefit.

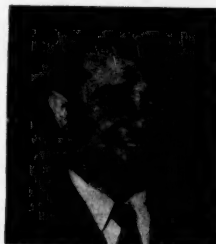
In writing a piece on public relations for the trade papers in the coffee field, however, the temptation to mention some of our achievements is too great to resist. Did you know, for example, that during this year every single newspaper of importance in the nation—either from the standpoint of circulation or editorial reputation—has published material prepared by the Publications Committee? This means that your local newspaper has been an outlet for good public relations information about coffee. This means that your customers have read something in their own homes that was written with one purpose in mind—to further the interests of coffee, and the coffee trade, in this country.

Did you know that we have diligently developed the practice of desk-side coffee service to business employees? Our national committee blanketed the country's press and radio with a report on an experiment along these lines by interests far removed from the coffee industry. Next, we carefully pointed out to the restaurant industry, through their own publications, the profit potential of catering to this type of business. Then we conducted a little research program of our own to determine the benefits to both employees and management of desk-side coffee service and were able to report to the nation, through 1,700 newspapers, the actual experience of a number of firms who were willing to try the experiment. Because our public relations projects are always fully exploited, we carried the story directly, then, to management, through *Forbes* magazine.

### Desk-side coffee

I have taken the liberty of going into some detail on this particular item on our program for several reasons. First, to indicate the manner in which we work. No channels of information are neglected when we undertake to promote an idea. Nor do we leave anything to chance when we are determined to reach a particular group or public whose sympathies we must win to further the aims of the coffee industry. Secondly, I have outlined this one project to show you the enormous amount of careful step-by-step planning and work which must be done if a public relations objective is to be achieved. This job of promoting desk-side coffee service has been but a very minor part of our total program during this past year. The work entailed in carrying out this one idea has been time-consuming and demanding, but

(Continued on page 23)



# Quality Control for your Coffee Crop

**Science aids coffee planters  
with new quick-curing method**

**Curing need not be a gamble.**

You can keep your coffee at its peak quality *every time*. With minute quantities of Benefax powder, any planter can produce green coffee crops of high quality.

Benefax is an enzyme powder which accelerates the digestion of mucilage on the coffee bean. Here's what Benefax will do for your coffee production:

1. Control fermentation—take the gamble out of curing and crop quality.
2. Speed crop from trees to market—reduce fermentation period to six or eight hours, making it possible to gather, pulp and ferment on the same day.



3. Increase the capacity of your tanks and patios by more frequent utilization.
4. Reduce batch labor costs by speeding up fermentation process.

**BENEFAX**  
curing method  
insures quality  
control—now  
available to all  
coffee growers

The coffee grower who uses Benefax need never again send poorly fermented, low-grade coffee to market—need never again risk development of off-flavors during fermentation.

## How BENEFAX is used:

Benefax is spread lightly over the pulped coffee as soon as it has been exposed. (Pulped coffee must be drained.) A few passes with a shovel are needed to mix it sufficiently. Mechanical mixers may be used, but extremely thorough mixing is not necessary. (Since only very small quantities of the powder are needed and the degree of mixing is not a critical factor, very little labor is necessary.)

*If you would like to have additional information about Benefax, send for this free booklet*

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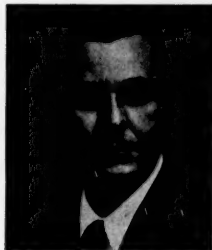
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# our coffee market is growing once again

By ALBERT E. EHLERS, JR. *Treasurer  
National Coffee Association*

I don't know if I entirely agree with the Roman philosopher who said, "Money alone sets all the world in motion." As a treasurer of the National Coffee Association for the past two years, I do know that sound financing is essential to the forward movement of a trade association. I know, too, that a healthy soundly-financed trade association is essential to the progress of an industry in this highly organized business world in which we live and work.



As an association and as an industry we have moved steadily forward during this past year. As an association, we have grown in membership. The work of our committees has been expanded. New committees have been formed to take care of new duties on behalf of the membership. We have been able to carry on these activities to protect and advance the interests of the coffee trade because, under the new dues schedule, we have had an adequate budget with which to work. This, in itself, is a tribute to the progressive thinking of the members of the coffee industry.

With a strong national association to help us work out our mutual problems, we can, as an industry, face the future with great confidence. This coming year, even barring the possibility of a world crisis, the coffee industry will have grave problems to solve—problems of supply, of packaging, of distribution. And these problems will all stem from one major cause—growth. The coffee industry is a growing industry and I firmly believe, both as an officer of your trade association and an individual coffee manufacturer, that this coming year will show one of the greatest periods of growth in our history.

A year ago, when I wrote an article for the pre-convention issue of this magazine, I noted that we were then having some decline in actual consumption and would, for a time, have to compete for a smaller market. This coming year I believe we will still be competing—but for a larger market, one which will continue to grow steadily and on the firmest possible foundation. It will not grow simply because the population of the United States is growing. It will not grow because of the impetus of wartime activity. It will grow because more people will drink more cups of coffee per day every day.

For the past several years I have been a member of the Publications Committee of the National Coffee Association. During that time I have seen literally hundreds of stories telling young marrieds how to entertain with coffee; encouraging women in every income bracket to make full-strength coffee every time; detailing how a mid-morning and mid-afternoon coffee break will help the factory hand and the office clerk do their work better. I have seen stories

slanted toward the teen-ager, toward the clubwoman, toward top-bracket executives, toward the restaurant man and grocer. All these pieces were written with one thing in mind—to remind consumers to drink more coffee more often.

I have seen these stories in the offices of the association when they were first written. I have read them again on the editorial pages of newspapers and in magazines where they were placed by the very active members of the Publications Committee.

Long editorials in newspapers convincingly urge people to drink coffee—for their enjoyment, for their health, for their sense of well-being. Two years ago, before the Association was adequately financed to conduct a public relations program, this same space was devoted to attacks on the coffee industry for the price of coffee.

Full-length articles in management publications outline the various methods of providing coffee breaks most efficiently. Two years ago, these same publications were condemning the coffee break as a serious threat to production.

National service magazines reaching virtually every woman in the country devote pages in their summer issues to the use of iced coffee as the ideal warm weather refresher.

These things represent the progress which will, during this coming year, result in increased consumption.

Perhaps it is because I have been unusually close to this work that I can see so clearly the gradual growth in the public acceptance of coffee as the all-day every-day drink of all Americans. Maybe it is for that reason, too, that I was more aware than most coffee men of the danger the industry faced two years ago. Then, the tenor of public opinion was against us. Now, the tide has changed. It will, perhaps, take some little time to reach flood proportions, but it is creeping up further every day.

In short, the trend toward lower coffee consumption in the United States has been reversed. Every coffee man who is a member of the national association has had a part in reversing that trend. Every coffee man can and will profit in the era of public acceptance that is now facing us.

We have two responsibilities. We must do everything we can to hasten the floodtide of increased consumption. And we must maintain a vigilance that will never again permit a "reversal" in consumption.

## **Want a weather forecast? Look into a cup of coffee**

From Coffee Trade News, London, comes the suggestion that if you don't trust what the weatherman says, you can make your own prediction—by looking into a cup of coffee.

"A cup of hot coffee is an unfailing barometer," goes the report. "Allow a lump of sugar to drop to the bottom of the cup and watch the air bubbles rise. If they collect in the middle, the weather will be fine. If they adhere to the cup, forming a ring, it will be either rain or snow. If the bubbles separate without forming any fixed pattern, changeable weather may be expected."



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# the men at the helm

By R. H. CARDWELL, JR. *Director  
National Coffee Association*

A recent brochure of the National Coffee Association stated that directors of the association were members of the trade who "served voluntarily and represented a complete cross section of the entire industry." Having been a member of the Board without interruption since 1941, I feel qualified to add a few things to that all too meager description.

Not only have I served voluntarily—but willingly. I have done so because it has been one of the great privileges of my business life to have been associated with the men who have guided the coffee industry through some of its most turbulent times.



In these 11 years, I have been a witness to the birth of tremendous ideas, and I have seen these ideas implemented into action. I have seen groups of men representing, as the brochure states, highly divergent interests within the industry, act as a unit on proposals for the good of the coffee trade as a whole. I have seen committee chairmen accept responsibilities which would mean a contribution of endless hours of their personal time and energies.

I have, as a member of the board of the association, seen what can be accomplished by an industry through cooperation and informed effort. When a person retires from an official position, he is permitted some measure of reminiscing.

I remember how the board dealt with the threatened roll-back in coffee prices during the war. Opposition to the idea had to be immediate, it had to be strong, it had to be informed. The board met the challenge against great odds, and the members of the coffee trade were saved millions of dollars.

When there were shortages of material in which to package our coffee, the committee in charge of this problem worked tirelessly and, more importantly, with intelligence and ingenuity to see that the coffee industry was better off than most other groups in the country.

When, more recently, the coffee industry was about to be robbed of its most priceless asset—the good will of the public and the government—again the board of the association acted to avert catastrophe.

One cannot be a party to such great endeavors without a feeling of wonder at the things men can accomplish if they work together. We have, in the coffee industry, been able to control our destinies, plan our own future. We have withstood government interference. We have survived the dis-

locations of the greatest war in the history of the world. We have, through it all, remained a dignified, profitable industry, bound to serve the consuming public of the United States. And we have retained that position because members of our own industry were not only determined that we should, but willing to translate that determination into direct action.

In the course of the years I have served on the board, I have seen members turn their backs on their own businesses to fly on a day's notice to Washington to attend Industry Advisory Committee meetings. I have seen Ed Aborn spend days at the Stevens Institute of Technology working on brewing problems which would have no immediate effect on the profit and loss statement of his own company. I have seen the Army Grading Committee doing a tireless job that, while it meant better coffee for every soldier serving our country, meant nothing more than that to them personally.

These jobs were undertaken by the men involved for one reason. They represented work which was necessary to the welfare and progress of the industry as a whole. The same is true of all the other committees of the association—the Hotel and Restaurant Committee, the Agricultural Development and Food Law Committees, the Finance Committee, the Publications Committee, the Membership and Resolutions Committees.

In every case, chairmen and committee members serve "voluntarily." These men serve their industry well. They know that an industry which is not active, which is not progressive and which doesn't work constantly to better its service to the public, will not long survive.

I am proud to have been an official associate of such men for the 11 years I have served on the Board of Directors of the National Coffee Association. I wish to thank the members of the coffee industry for affording me the opportunity.

## Coffee's place in the sun

*(Continued from page 11)*

other satisfactory source of supply. Thus has evolved a peaceful exchange of goods which has resulted in higher standards of living both here and in Latin America.

Trade in coffee has not only been a model of good commerce, but because of the ties of mutual interest it has created, it has also become a major factor in the preservation of world peace.

The coffee industry is proud to be the custodian, as it were, of this great asset for good in the world. It is proud, too, of the way it has discharged that responsibility in the past.

Today, the association is conscious of a new challenge. Coffee contributes greatly to Western Hemisphere commerce.

*(Continued on page 20)*

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## is cheaper coffee the answer?

By W. ROUSSEL, Vice President  
National Coffee Association

Someone has said that the magnificence of Brazil is only exceeded by the charm of its people. On my recent trip to Brazil, representing the National Coffee Association, I was deeply impressed with its marvelous development. São Paulo is truly a wonder city. New buildings are being completed, new housing areas are being developed and the air is one of progress. With all of that, the people with whom we came in contact extended to us a brand of hospitality that exceeded our fondest hopes.



When we entered Guanabara Bay and beheld the beauties of Rio de Janeiro, we were apprehensive about the success of our mission. However, after our ship had docked and we were met by a delegation of prominent Brazilians, we could not help but be impressed by the warmth of their welcome and the evident fact that they were genuinely glad to have us as their guests.

During the two weeks of our official visit, we had an opportunity to meet with all branches of the industry. We visited the Centro in Rio, the Bolsa in Santos and had important and instructive meetings with representatives of two large farm societies. We conferred with the Minister of Finance, the Secretary of Finance of the State of São Paulo, the President of the DEC, and other important people. In short, we came away from Brazil with a clear idea of their coffee problems and a rather definite indication as to their plans for the future.

Many people in this country are looking for the day when coffee prices will be lower. They seem to feel that cheaper coffee will solve their many problems. The wish being father to the thought, they are convinced that tomorrow, next week or next month, prices will be lower and happy days will be here again. Ask them why the market will be lower and they talk vaguely of larger crops, devaluation of the cruzeiro, or something else. They do not know whether crops will or will not be larger because it is too early to make an intelligent estimate. They cannot explain what Brazil would gain by devaluation, but they still feel that prices will come down and, if they do, their troubles will be over.

It seems to me that when we think of coffee prices we should consider what these prices mean to producing countries. We should consider that every dollar we pay

producing countries comes back to us in many ways. We pay Brazil \$800,000,000 for coffee, and they immediately spend that and much more in this country for oil, machinery and various kinds of raw and manufactured products. The Latin Americans are our best customers, and from a political standpoint alone it is well for us to have prosperous neighbors to the South, rather than people who are in the throes of a depressed economy. These people are our friends at a time when, alas, we have too few friends abroad. We should be glad that they are prospering and that the present price of coffee enables them to buy the many things that we take as a matter of course, but which they have had to consider luxuries.

Most of the problems confronting the coffee industry today have to do with unsound practices that have crept in over a period of years. Let us put our own house in order and try to follow policies that will enable all of us to operate on margins of profit that we might have a right to expect. Let us make it possible for all of us, large and small, to play our part in furthering the cause of coffee in this country.

### Expect Costa Rican crop to be large

The Oficina del Cafe and the Costa Rican coffee trade have agreed that the 1952-53 crop will be large.

The latest estimate, made at the end of July and considered conservative, is 421,666 bags of 60 kilos each, as compared with 351,049 bags in 1951-52.

### Trade Roast

By Douglas H. Wood



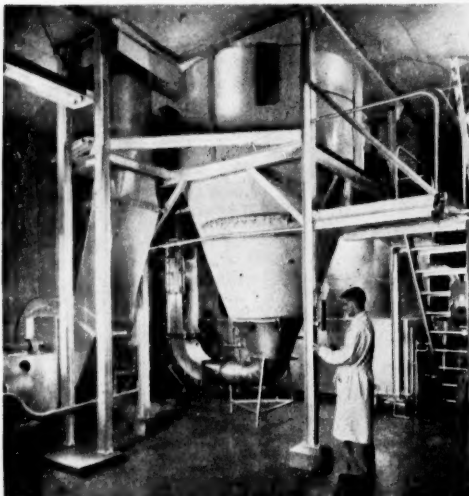


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### Coffee's place in the sun

(Continued from page 17)

But there is not enough commerce. It contributes great tonnage to the shipping industry. But not enough. It contributes to the financial stability of producing countries. But greater stability is needed. There is hardly a factor in our whole commerce or culture which would not be immediately benefited by a greater total and per capita sale of coffee.

The accomplishment of this increase depends on two things. One is our own willingness to make the effort to sell. The other is the willingness of our Latin American colleagues to produce.

It is an obvious fact that no adequate effort to increase sales will be made unless there is assurance of an adequate supply, and that no adequate effort to produce will be made unless there is confidence in the possibility of sale at a profit. A wrong guess on either part, here, can obviously be ruinous to our interests and our prospects.

The association is keenly aware that in this matter there must be the most complete confidence and understanding. During the year, W. D. Roussel and I were sent to Brazil with specific instructions from the industry to make known to that great coffee-producing country our earnest desire to see to it that her products found a growing and profitable market here.

Now at Boca Raton we expect an unusually large representation from that country. These men are coming to learn at firsthand the strength of the United States coffee industry's determination to expand our market. In turn, we expect to receive from them the assurance we so badly need of a sincere effort on their part to increase production.

It is our plan to extend this exchange of assurances to include every other important coffee-producing area during the coming year. I am confident these visits will become another of the important turning points in our industry's history.

Success breeds success. Certainly, to the wise, this is not an invitation to complacency. It is, rather, a stimulant. Coffee has been the leading beverage choice of the American people for many generations. Coffee is the leading import into the United States. Coffee is a major factor in world trade—and an important element in world peace. The trade in coffee reaches, literally, around the world, touching the lives of people far removed from the coffee-consuming or producing countries.

We are first. We will continue to be first. We will continue to be first mainly because we are aware of our leadership, willing to accept the responsibility and willing to exploit every advantage inherent in our position.

### Coffee brewing by radar?

A method for brewing coffee with electromagnetic wave energy has been added to other radar cooking techniques, reports Restaurant Management.

A vacuum-type coffee brewer is used in the radar oven. The glass bottom part, holding the water, transmits the energy, while the metal of the top part shields the coffee itself from being burned.

The advantage seems to lie in the extremely rapid boiling of the water, for the rest of the process is just like the "old-fashioned" method.



# coffee importing— has it changed?

By JOHN PEPION, Manager, Coffee Importing Dept., Volkart Brothers, Inc.

It is interesting to stop a moment and ask: "To what degree has our coffee world changed? Are the factors that go into the importing and distribution of green coffee in the United States radically different in our present postwar world than they were before World War II?"

Certainly the 1952 world as a whole is radically different from the world in which we live in the late 1930's. Coffee suffered many trials during this recent period. The control of coffee exports under the Inter-American Coffee Agreement, although short-lived, was followed by import allocations, price ceilings and rationing. A seller's market brought a protracted period when any coffee at all was welcomed by most buyers with no questions asked.

Considering this background, it is surprising that the importing and distribution of coffee in this country has suffered so few changes. Of the three factors—origin of U. S. imports, price levels, and channels of distribution—the only one showing a radical change is the price level. Two other factors—that of volume imported and that of the balance of supply and demand—have shown a material change.

For most years during the decade before 1940, over 60 per cent of the coffee used in the United States came from Brazil. In 1939 Brazil supplied 61 per cent of our coffee imports. In 1950 Brazil's share of our total imports came to 51½ per cent, in 1951 to 54 per cent and in the first six months of the current year, Brazil supplied 47 per cent. Thus, although Brazil's share of our coffee trade is about ten per cent less than before World War II, it still remains as important as all other growths added together.

Brazilian coffee remains the base of most blends. In actual number of pounds, the United States has been using more Brazilian coffee than in the previous decade. The past two years have brought an average of 10,250,000 bags a year against a yearly average of less than 9,000,000 before 1940.

We have heard much of African coffee being a threat to Brazil's market. U. S. coffee imports from Africa have increased from 255,000 bags in 1939 to 825,000 in 1950 and 970,000 in 1951, but the present proportion of our total use is about 4½ per cent.

The percentage used of other important growths—Colombia, Salvador, Guatemala, Mexico—is now within one or two per cent of what the same countries sent to the U. S. in the 1939-40 period.

While the source of our coffees has shown no radical change, the price level has moved into completely new ground. The average New York spot price of Santos 4's for 1940, according to the Pan-American Coffee Bureau, was 7.1 cents, but for 1951 it was 54.2 cents. Medellins averaged 9.12 cents in 1940 against 58.87 in 1951.

Such a radical change in price has brought changed buying habits. It now takes six to eight times as much capital to carry the same amount of coffee as it did ten years ago. Most roasters find that their capital has not increased to that extent. Although banks will finance current needs, they are reluctant to finance an extended inventory position at present high commodity price levels.

Thus we find that buying of coffee on a hand-to-mouth basis has been the rule. It is the exception when a roaster is interested in buying for shipment three months and more ahead where before the war buying "around the clock" (for 12 months) was not unheard of.

This hand-to-mouth buying has increased the importance of the role of the green coffee importer. Because roasters are generally not supplied with excess inventory to take care of sudden, unexpected demands, the importer has filled the gap by carrying and having available supplies on the spot and afloat.

In the past couple of years, ever since the start of the Korean war, there has been a frequent series of special circumstances causing a sudden upsurge of consumer buying that has found many roasters short of spot supplies. The reserve available from green importer and jobber stocks has prevented actual shortages.

The high price level has prevented many roasters from carrying and buying for shipment as much coffee as they might deem advisable. Importers have thus been able to provide, for many roasters, the additional service of financing the importation of more shipments than would otherwise be contracted.

One final point in contrasting present green coffee importing with prewar is an important one. In spite of re-occurring prophecies of doom, of restrictive regulations and dull selling periods when it seemed as though everyone had stopped drinking coffee, nevertheless each year has ended with a high volume of imports.

Where 13,000,000 bags a year were considered normal in the 1930's, an increase to 15,000,000 by 1940 was thought encouraging. In contrast, coffee is currently being consumed in the United States at the rate of fully 20,000,000 bags a year.

We can be optimistic about the continued soundness and growth of our industry when we review the following facts. Coffee is cleared through from the producer to the ultimate

(Continued on page 49)

FROM

## Statement of Condition

SEPTEMBER 30, 1952

<i>Capital</i> .....	\$ 50,390,000.00
<i>Surplus and Undivided Profits</i> .....	118,469,202.57
<i>Deposits</i> .....	2,465,654,679.24
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# supply, demand, promotion

By **MILTON J. RUTH**, President  
*Green Coffee Association of New Orleans*

As another National Coffee Association convention approaches, and, with it the end of another calendar year, the coffee industry finds itself pricewise at approximately the same market levels as a year ago. Therefore, this marks the completion of the third year since coffee moved into a new price range during the latter part of 1949, at which time serious prognostications were made as to the effect of these new prices on coffee buying.

Actually, the industry at that time was faced with a serious problem in the form of unfavorable publicity and a growing public disfavor, which had made some inroads in consumption. I believe, however, that since that time it can be viewed with a certain measure of pride that progress has been made by the coffee industry.

Importations during the last 12 months are almost the same as for the preceding 12 months. With coffee at present prices, it must be assumed that these imports are going into consumption rather than being stored in warehouses as inventory.

The fact that consumption of coffee has been more or less maintained during the past year is a tribute to the American coffee roaster, whose forceful and sensible advertising and promotional methods have been a big factor in the successful maintenance of coffee distribution.

At this point the fine work of the Pan-American Coffee Bureau, with its "coffee break" promotional program this year, should be recognized with appreciation by all of us who deal in coffee. Such a presentation of coffee's "goodness" to the consuming public has been of immeasurable benefit and has undoubtedly made many new coffee drinkers.

The Publications Committee of the National Coffee Association has also done wonderful work putting the facts about coffee before the public.

We in the coffee industry have a quality product to sell and the way to sell that product is by the telling and retelling about its quality to the consumer. In this respect, one cannot help but be impressed by the promotional methods mentioned.

Inasmuch as the producing countries' interests are identical with those of the American coffee industry in maintaining and increasing coffee consumption, the efforts of the Pan-American Coffee Bureau, the National Coffee Association and the U. S. roaster must be supplemented by a free and unrestricted flow of coffee from producing countries.

It is impossible to attempt to foretell with any degree of accuracy the outturn of Brazil's 1952-53 crop. However, indications are that it will about equal the previous crop. Good rains in Brazil during September alleviated the possi-



bility of another drought and greatly reduced production, and the trees in the important states of São Paulo and Paraná are reported to be in preparation for a satisfactory yield for the 1953-54 crop.

Therefore, barring any unforeseen growing conditions in producing countries, and with Colombia, Central America, Africa and other coffee countries contributing their share of production, the supply situation—projected into the middle of 1954 and based on present consumption and present growing conditions—could well be summed up as being adequate for requirements.

It is not the goal of the industry, however, to stop and be satisfied with present requirements. It is to be hoped that the future will bring increased production and that promotion and advertising on the part of the industry will continue to expand distribution. Thus, with the cooperation of every factor in the coffee industry, we can hope to reach our full potential in coffee sales.

In writing for this publication, as president of the Green Coffee Association of New Orleans, I would like to take the opportunity to recognize and to mention with praise the fine work the National Coffee Association has done this year in sending the president, Edward Aborn, and the vice president, W. D. Roussel, to Brazil on a good-will mission. Such trips are of great value to the coffee industry and go a long way to promote better understanding and eventual solution of any existing problems.

## coffee's goodwill insurance

*(Continued from page 13)*

it still doesn't represent five per cent of the work we have done in 1952.

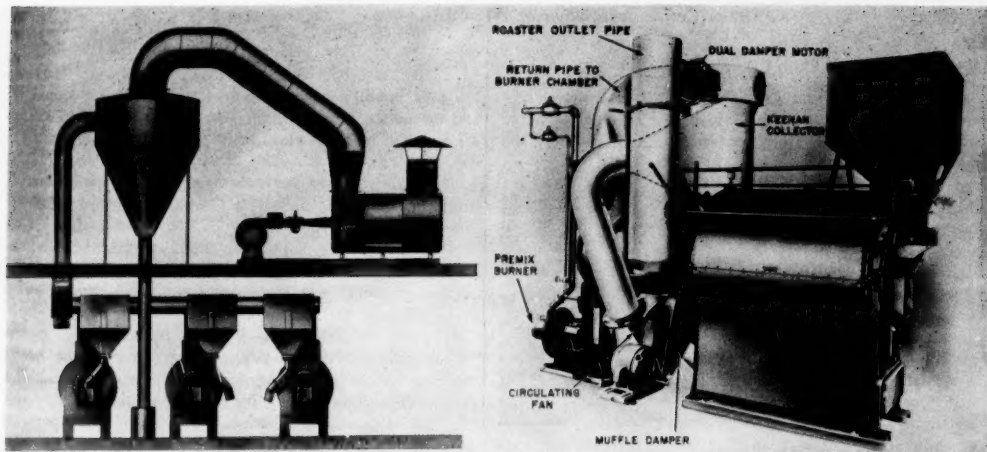
In this connection, it would be well to add another point. We have, in the past two years, established the National Coffee Association as the authoritative source of information about coffee in the United States. This was necessary to the success of our program. Two years ago we laboriously told, and retold, our story to editors. Gradually we convinced them of our sincerity and honest desire to be of service, as a service industry, to the public. Today these editors, reporters and commentators seek out the National Coffee Association for advice, confirmation and help in reporting on coffee affairs.

This has meant more correspondence, more research, more effort on the part of the Publications Committee. But we have gratefully assumed this extra work, because we are well aware of its implications. It means that we have come of age. We have gained the confidence of the press by serving them seriously, honestly and with dignity, and we know that few irresponsible rumors about coffee will be given publication as long as we continue to do so.

As the public relations program of the association has

*(Continued on page 69)*

## Roasting



Left: A Burns Smoke Eliminator serving a plant with three Jubilee Roasters. Right: A Burns Smokeless Thermo Roaster.

## smokeless coffee roasting

D. B. SPENCE, Advertising Manager, Jabez Burns & Sons, Inc.

The problem of air pollution in the coffee industry is not a new one. For instance in January, 1889, The Spice Mill, now Coffee & Tea Industries, reported:

"In the case against Mr. Frederic Akers, for objectionable coffee roasting, Judge Martine has decided not to sustain the demurrer filed by the defendant's counsel; and the case will, therefore, have to go to a jury. When it will be tried is as yet uncertain. There is every probability of a hot fight; and as it is the first case of the kind, it will be interesting to see how the law will be interpreted with reference to restraining a man from roasting coffee—because the natural products of such operation are offensive to his neighbors. It becomes particularly interesting in the case of Mr. Akers, since there are so many other roasting establishments within a stone's throw of his, each of which, probably, is doing its share toward causing the atmospheric disturbances".

In recent years, however, a tougher attitude on the part of municipal authorities has brought the coffee industry, among others, more into the public eye as a source of air pollution. In the case of a coffee plant, smoke, steam, odor and chaff are the offensive elements—creating at the very least a public nuisance in the surrounding neighborhood. Many communities have come to regard such pollution as a factor detrimental to public health and have taken drastic steps to stop it.

Unlike certain industries, however, the processes used in producing coffee in its usable form cannot be changed to eliminate the causes of these nuisance factors. The

aromatic qualities of the product are brought out only by roasting, which results in odor; application of water, to check the development of the roast at a definite point, which causes steam; interaction of the products of combustion with the coffee oils and chaff, which results in smoke; and the coffee beans have an abrasive action on one another and on the surfaces with which they come in contact, which causes many particles of chaff to become separated from the beans themselves. The problem therefore resolves itself in one of disposing of the steam, smoke, etc., at some point between the source and the discharge to atmosphere.

As public pressure increased and spread over the country, Jabez Burns & Sons, Inc., as the principal supplier of coffee processing equipment, became very conscious of its responsibility to the coffee trade to design an odorless, steam-free, smokeless coffee processing set-up.

It should be emphasized at this point that the smoke problem in coffee roasting is peculiar in that the smoke does not result from improper fuel combustion. It comes instead, from the application of heat to the product being processed. Therefore, the answer is not one of controlling the source, but rather of eliminating smoke after it is created.

In the last few years, many forms of eliminating equipment have been tried in an effort to get rid of coffee plant stack discharge. Approaches have included electrostatic precipitators, condensers, mechanical filters, scrubbers, etc. Solvents such as trichlorethylene, triethanolamine and

lube oil were tried, as were such wetting agents as Alconox, Dreft and Ultrawet Aerosol. None of these applications were sufficiently successful to be practical.

It was found that best results were obtained when the gas bubbles going through the solutions were relatively small (400 mesh). However, fine mesh materials and stainless steel wool were tried as filters—with little positive results. Even sonic agglomeration proved unsuccessful, the apparent reason being that the grain loading of smoke was insufficient to agglomerate the particles.

All these experiments other than smoke incineration had, of course, the primary purpose of finding a solution the cost of which was within reason. The series of failures outlined above brought us back to the method of smoke burning—an approach which had been reasonably successful but also expensive.

The problem had now become one of determining the best possible application of smoke incineration to the coffee roasting equipment. In this connection, efforts were directed firstly to the Burns Thermo Roaster—the most modern batch coffee roaster—which is used by a majority of the coffee companies in this country. To understand the development of the Smokeless Thermo, it will be helpful to deviate long enough to describe the basic design and principles of this machine.

The Thermo Roaster consists essentially of a perforated roasting cylinder, with the burner placed in a separate chamber behind the roaster. The cylinder is completely enclosed in an insulated metal jacket and suc-

tion openings for circulation of the heat stream are provided along the bottom of the jackets and at the front head.

Flame-heated gases, tempered to the proper degree in the burner chamber by mixture with the relatively cooler gases returned by recirculation, enter the center of the roasting cylinder at the back. Suitable means are provided to control the rate of circulation—and hence the temperature within the cylinder—and to permit the escape of excess gases through an outdoor outlet.

This discharge through the outdoor outlet is not concentrated smoke. The quantity of gases is, in fact, considerable and comes from several sources; products of combustion, products of roasting, water added at the end of the roast, in leak, and a small quantity of smoke. The products of combustion, plus the leakage or "in leak", are about 400 cu.ft./min., the products of roasting about 200 cu.ft./min. (75 lbs. of steam in 16 minutes); but at the end of the roast when water is applied the volume is 1500 cu.ft./min. (33 lbs. of water in 36 seconds). For the first four minutes of the roast nothing objectionable is visible at the outlet but for the remaining 12 minutes of the roast the amount becomes progressively more. At the end, when the water is applied, a considerable condensed-steam plume mixed with smoke creates the most undesirable part of the cycle.

Although considerable experimenting was done to determine what was needed to burn the smoke, the changes  
(Continued on page 51)

## progress in smoke elimination

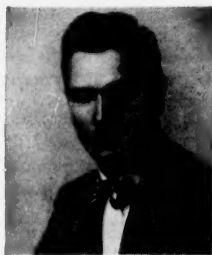
By JOHN E. MAZZEI, Chairman, Smoke Abatement Committee, National Coffee Association

The intensive search for a solution to the coffee industry's smoke problem started in 1949.

That was the year when, largely as a result of the Donora, Pa., disaster, many coffee companies in the larger cities found themselves with their backs to the wall and with over-zealous government health officials pressing them to eliminate their smoke or move out of the city limits.

Actually the Donora incident was basically little more than a problem of "inversion." In such a situation a layer of warm air remains stationary over a layer of cold air near the ground, and—if the area is surrounded by mountains as in the case of Donora—the colder air remains imprisoned for several days, unable to rise, with the result that fumes and gases rapidly build up to such intensity that people are overcome and made gravely ill.

Although such an experience could never be witnessed in the average city, air pollution officers throughout the nation have of late been able to introduce stronger laws, and fairly substantial budgets have been allocated for their enforcement. A Federal measure, the Murphy Act, is now awaiting action in Washington.



The Thermo roasters were the first to become smokeless. After considerable research and numberless tests, a unit was perfected which could be attached to the Thermos in use and, through a process of recirculation, the smoke was eliminated. The basic design of the Thermo oven was then altered to incorporate the smoke-eliminating feature into it, with the result that all new Thermos are now smoke-free.

The Jubilees presented an altogether different problem. Because of their open construction, recirculation was impossible. After over a year of trial and error, an incinerator was perfected which wholly burns up the smoke, chaff, and water-mist emitted by the Jubilee. This is a development which has taken place since our last convention.

Another 1952 development was the production by Jabez Burns of an incinerator to eliminate the smoke produced by chaff burners. The first experimental unit is now operating successfully on the roof of the S.A. Schonbrunn & Co., Inc., plant in New York City.

This report would not be complete without a note on the relative costs of ridding coffee plants of smoke. In the case of Thermos, fuel consumption rises about 50 per cent when smoke eliminating equipment is added; in the case of Jubilees, the fuel cost doubles. Put another way, if you formerly spent \$10,000 for gas to roast coffee it will now cost you \$15,000 for gas (if you have Thermos) and \$20,000, if you have Jubilees, to perform the dual function of roasting the coffee and burn the smoke.

Such is the price of air purification!



## taking advantage of "the breaks"

By **PHILIP I. EISENMENGER**, *Chairman  
Hotel and Restaurant Committee  
National Coffee Association*

Ever since the night of the Boston Tea Party, the coffee industry in America has been getting the benefit of something that is known in the sporting world as "the breaks."

In the pre-tea party days, this was predominantly a tea-drinking country, and but for the passage of the hated Stamp Act of 1765 it might still be.

Even that early and nearly-mortal blow did not keep tea drinking down and out. By the 1800's tea was again competing fiercely for the title of America's most popular drink. And it required still another "break" before coffee could claim the championship.



In the 1890's tea was the usual beverage for the heavy noontime "dinner" that was customary throughout the United States. Coffee was more a light "supper" drink. Then came the break that made the difference. Through no fault of the tea industry and no merit of the coffee industry, America's mealtime timetable began to change. Evening supper grew into dinner, while noontime dinner slimmed down to lunch—a change in the nation's food habits that in the space of ten short years decreased tea consumption from 1.56 to .96 pounds per capita!

Now again, in this second half of the 20th century, development of the "coffee break" as a new and useful social custom presents King Coffee with another great opportunity. I refer, of course, both literally and figuratively, to the mid-morning coffee break that has swept across the nation into thousands of offices and factories and is rapidly establishing itself as a legitimate second breakfast comparable to the Englishman's sacred afternoon tea.

That this is an important and profitable break for the coffee industry is obvious to anyone who can operate a cash register or abacus. And according to the Pan-American Coffee Bureau's survey of "The Coffee Break In Industry," it is also regarded by many industrial relations experts as a boon to better employee relations and increased production wherever it has been recognized and properly supervised.

A great deal of the credit for recognizing, encouraging and promoting the coffee break into a national habit must go to the alert, hard-hitting publicity and advertising campaigns being waged by the coffee association—particularly the Pan-American Coffee Bureau. When they saw the way the ball of public preference for the coffee break was

bouncing, they grabbed it and ran with it in a classic demonstration of what is meant by "taking advantage of the breaks."

This raises the question of what is being done by and for the industry that stands to profit most by the coffee break—which is to say, the institutional industry . . . the broad outside-the-home feeding industry. How is the coffee industry cooperating with the industrial cafeterias, hotels and restaurants in explaining and promoting this second breakfast phenomenon?

In respect to industrial cafeterias, the cooperation and mutual understanding is good. In regard to the hundreds of thousands of other types of outlets there is room for further development.

For example, there are many benefits to be obtained from widespread restaurant use of coffee break point-of-sale promotion materials. And there is a definite need for broader education and more vigorous promotion to the institutional industry on the value and potential profit in the coffee break.

It can now be demonstrated, clearly and dramatically, that increased coffee consumption offers even greater profits than the "apparent" profit per cup or glass that is offered by coffee's competitors. For mid-morning coffee inevitably means the increased sale of coffee's companion food items, such as sweet rolls and sandwiches.

Taking advantage of the coffee break to regain regard for coffee as a money-maker in the mind of the institutional operator is only one approach to this problem. It must be followed up by increased attention on the part of the coffee industry to the several long-range projects that can strengthen King Coffee's position in the eating-out industry.

For example, there is currently under consideration the establishment of brewing institute that will create and coordinate ways and means to assure the production of better institutional coffee.

And since the human element will always play a vital role in the production of good coffee, there is need for a continuing educational program to restaurant managers and owners, food supervisors and the men and women who actually brew institutional coffee.

Most top management in the institutional field recognizes the importance of good coffee and will appreciate any service rendered that will enable them to achieve the coffee quality standards they are seeking.

It's hardly necessary to point out that the time and money spent by the coffee industry on the above-mentioned campaigns and projects will be well worth while. In addition to being a close to 500,000,000-pound-per-year customer,

*(Continued on page 44)*



Boca Raton Club, Boca Raton, Florida, Scene of NCA's 1952 Convention

# New York

sends

# Greetings

to the 1952 Convention

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*... Best Wishes  
at Convention Time  
to all our friends in  
the coffee trade.*



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*Maxwell House Coffee, Instant Maxwell House,  
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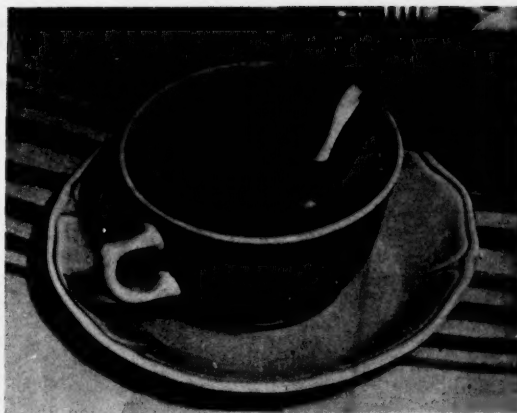
## A. L. RANSOHOFF CO., INC.

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# selling coffee to Chicago's restaurants

By EARL COHN, President, Restaurant Division, Chicago Coffee Association

Back in those trying years starting with 1941, when coffee was under strict regulations and the problems of keeping the restaurant owner happy were extremely difficult, a group of Chicago coffee purveyors got together to organize an association to discuss possible solutions.

The future looked dismal. What were they going to do to stay in business? What could they do to keep their customers supplied with their coffee needs? These and many other questions had to be answered.

With the cooperation of the National Coffee Association, competent legal assistance, and hard work on the part of the Chicago purveyors, all the problems were thrashed out and an association called the Restaurant Division of the Chicago Coffee Association was formed. A set of by-Laws was drafted and the following objectives were set up:

*First:* To coincide with the purpose and objectives of the National Coffee Association.

*Second:* To foster a feeling of fellowship and goodwill among its members, to improve coffee quality standards and thereby on broad and equitable lines to promote the business of supplying coffee, tea and the like to restaurants, hotels and institutions, and to advance the welfare of the restaurant and hotel operator.

*Third:* To eliminate and minimize abuses, methods, and procedures inimical to the proper conduct of the business.

*Fourth:* To cooperate in and encourage enactment and enforcement of uniform legislation and regulations relative thereto which in operation would safeguard justly and equitably the rights of consumers and of members.

With this as a foundation, the Restaurant Division of the Chicago Coffee Association has continued to meet and function regularly under the competent leadership of its past and current officers. Exchanging of ideas and good fellowship have helped eliminate unethical practices and abuses which at one time existed. These have aided in placing the coffee industry in Chicago on a sound and more profitable basis.

Programs have been designed with thought to what could be done to improve the business of each individual member firm. Legal representation from Castle, Williams and Carey is present at all meetings to answer any questions relative to legislations or legal problems of the industry. They also work to improve wage and personnel conditions and negotiate union contracts for the industry.

Outside speakers in allied industries are invited to deliver talks correlated to the coffee business. These talks in the past have pertained to urn bags, coffee brewing equipment, standardizing the size of packages, as well as other pertinent information relating to the coffee business.



Attempts have been made in conjunction with the National Coffee Association's Brewing Committee and the Pan-American Coffee Bureau to educate restaurant operators on proper brewing methods. In addition, attempts have been made to educate the restaurant operator and his employees on the proper handling of coffee brewing equipment.

In some instances, the movie, "Tremendous Trifles," has been shown by individual member firms to various accounts. All this information and interchange of ideas have tended to improve the coffee industry in Chicago.

Past presidents of the Restaurant Division of the Chicago Coffee Association have been: 1946, W. F. Mayer, Continental Coffee Co.; 1947, J. Cohn, Continental Coffee Co.; 1948, W. Katzoff, Superior Tea & Coffee Co.; 1949, R. Swanson, Gold Prize Coffee Co.; 1950, P. Zees, Zees Coffee Co.; 1951, A. Cohn, Continental Coffee Co.

The present staff of officers consists of: President, Earl Cohn, Superior Tea & Coffee Co.; vice president, H. Klechmer, Webb Coffee Co.; secretary, V. Callahan, Frank Brothers Coffee Co.; treasurer, Mr. Kroesen, Wabash Coffee Co.

It is the firm belief of all members of this association that its existence and operation have been helpful in promoting good business in the industry and in improving coffee brewing and drinking standards in the Chicago area.

Competition has not been stifled by the association, but it is on a clean and wholesome basis. The benefits derived from this group promise many long years of helpful, cooperative, and profitable enterprise for the coffee industry in Chicago.

## NCA names McKiernan

(Continued from page 10)

Anacin. He formed two subsidiary companies in Colombia, opening three offices there on behalf of his firm.

During the last war, Mr. McKiernan was a Commander in the United States Navy, seeing active duty in the Pacific. In the Ryukyus invasion he was acting Deputy Chief of Staff with the commanding general. In 1946 he terminated his duty as Liaison Officer between the Office of Naval Intelligence and the Joint Chiefs of Staff.

For nine years before the war Mr. McKiernan was an executive of the General Milk Co., one of the largest canned milk manufacturers in the world. After acting as sales manager for Latin America for some time, he was transferred to the Far East as manager for China, French Indo-China, Siam, Malaya, Burma and the Dutch East Indies. His last assignment was as director and general manager resident in Africa.

Mr. McKiernan's overseas experience also includes a period as branch manager in Brazil for the J. Walter Thompson Co.

His knowledge of both Spanish and Portuguese will be of immense value in promoting better understanding between the coffee-producing countries and the domestic coffee trade, Mr. Aborn indicated.

# 12 ounces don't make a pound

By J. S. GARVETT, President, Churchill, Inc., Miami, Florida

There is perhaps no item of food about which there is so much talk as coffee. If one stops to think of the converts to this drink every year, one realizes what the future holds in store for our industry.

The important question to bear in mind is: What is the industry doing to maintain this trend?

The fact that consumption is increasing may not in itself be enough to permit a complacent attitude. In my opinion, the gain is retarded by the loss in consumption arising from the failure of the industry to play its proper part.

Regardless of the amount of effort and money spent to educate restaurant operators to improve the brewing of coffee, the results will fall short of requirements.



Great blame lies with some roasters who have spent their sales energy to prove that 12 ounces equal a pound.

I believe that most new coffee drinkers have their first cups in restaurants. Can the desirability of serving good coffee in eating establishments then be questioned?

What can be expected when an industry which tears itself down in the process of building itself up?

This situation is far more serious than one thinks. The analogy is similar to the one where the physician cuts a patient's smokes to three a day and the patient feels he can cheat and smoke four without harm.

When a roaster recommends three gallons of water to a pound of coffee, the restaurant operator doesn't think he's doing much wrong in using three and a half or four.

All we are doing, when any of us encourages this attitude, is committing slow suicide.

When will enough resentment against this practice bring about a revolution?

It is going to take some strong personalities in our industry to fight for a change.

## trends in brewing equipment

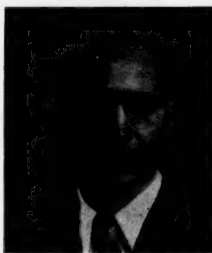
By JON ZITZ, General Sales Manager, Hill-Shaw Co.

There's no trend like an old trend when it comes to coffee brewing equipment. And the trends in effect at the end of the war have gradually taken concrete form.

But because of variation in regional preferences and the willingness to absorb something new, I find that trends are more readily pinpointed in those territories where roasters use coffee brewing equipment as merchandising sales makers.

Put yourself in the shoes of the merchandising roaster as he investigates the kind, make and models of equipment he will recommend to his customers. Does it have long life? For every hour that a unit is out of operation, it costs the roaster "x" number of pounds of coffee. And that's business he does not want to lose.

Next, that equipment must be easily serviced. All equipment eventually requires some repair work. The easier such repairs can be made, and the less time the unit is "out" the fewer complaints from a customer and the more coffee is sold. So easily serviced equipment has a double advantage to Mr. Roaster. Those are the points



that interest the roaster. So let's look at the field to see what progress has been made and what may be coming.

### Vacuum coffee makers

New, indeed, are all-stainless stove bodies (chrome plating just doesn't give enough mileage). Also a "must" today are rotary three-heat switches with a "high" for brewing, a "medium" for maintenance of coffee temperature in air-conditioned operations, plus a "low" for standard conditions.

But the BIGGEST development has been the enclosed or embedded type of element. With these heating elements, there's no ceramic to crack and "short out" the elements. There's no oxidation of the element and spoilage won't cause premature and costly burn-outs.

Beyond that, the snap-in feature of such elements is becoming increasingly popular. With this feature, the operator himself changes the element by lifting out the old and snapping the new one in place without any tools or with no need of touching a wire. The elimination of most service calls is the result for those roasters recommending ranges with the "snap-in" heating elements.

Internal wiring has become more durable through the use of glass sleeving as insulation material. This stands up best under the heat generated through continuous operation.

(Continued on page 49)

# The Self-Service GRINDMASTER

THE BEST WAY TO PROMOTE YOUR BAG PACKED WHOLE BEAN COFFEE

GENERAL  
ELECTRIC  
CONDENSOR  
TYPE MOTOR

FULL  
OPERATING  
INSTRUCTIONS

- 1-SET INDEX TO DESIRED GRIND
- 2-EMPTY COFFEE INTO HOPPER ... CLOSE LID
- 3-PLACE BAG OVER BOTTOM OF SPOUT

4-TURN TO GRIND

5-TAP LEVER AT TOP OF  
SPOUT SEVERAL TIMES  
THEN JOG BAG BEFORE  
REMOVING

THIS STARTS MOTOR

AUTOMATICALLY  
STARTS AND  
STOPS MOTOR  
WITH PLACEMENT  
OR REMOVAL OF  
BAG ON SPOUT

ALL GRIND  
SELECTIONS  
CLEARLY VISIBLE  
THUS INVITING  
A PROPER  
SELECTION

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PULL OUT TOP REST  
FOR 1LB. BAG.  
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PUSH BOTH IN OUT  
OF WAY AND REST 3LB.  
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ILLUMINATED POINT-OF-PURCHASE  
DISPLAY OF AN ACTUAL BAG OF THE  
COFFEE YOU WISH TO HAVE FEATURED

**American Duplex Co.**  
LOUISVILLE 2, KENTUCKY

The way to grind your coffee > **GRINDMASTER** < The way to sell more coffee

# coffee's frontiers

By **W. O. GRANICHER**, *President*  
*Pacific Coast Coffee Association*

The future is always an unknown frontier, full of uncertainties and vague difficulties. The very many step by step problems that built up the past have been softened by time, and we try to use our experiences as lessons and guides for what now seems so indefinite.

For perhaps a hundred years there were few changes in the procurement and distribution of coffee in this country. Long after we became a mechanized nation, the importation, roasting, packaging and selling of coffee varied little. It probably seemed that you couldn't do much to alter the pattern.

When things started to change, they moved rapidly. Improvements in communication and transportation greatly accelerated the flow of coffee from point of production to market, aided and abetted by the distance-diminishing effect of the airplane for samples, documents, letters and even for physically moving the product itself.

On the production front, there have been vast advances in roasting and handling processes.

In distribution, we have seen the rise of chains and supermarkets.

In advertising, the new media of radio and television have cleared paths for sectional brands to be household words from coast to coast.

The great advances in soluble coffee have given rise to opportunities undreamed of not many years ago.

And so, shall we say that the frontier has been reached and we have gone as far as we can? Hardly that. Our constantly expanding population encourages a mounting demand for the country's favorite beverage. Who knows how far we can go in increasing per capita consumption with present and most likely improved soluble production?

The "coffee break" has really been a break for the industry, and its beneficial effects have only been tapped. Greater leisure time and greater longevity for large numbers of our citizens open wider vistas for further developing demand.

Talk about frontiers . . . there still is plenty of pioneering for those with courage and imagination and indomitable spirit.

But there is still another frontier. If we are going

to expand consumption, we must be assured of a continually increasing and dependable supply of good coffee. Otherwise our efforts and our enthusiasm will serve only to drive up prices, which will have a detrimental effect on consumption and nullify the entire program.

Here we must depend on our friends who supply us, the producers in foreign lands. It is our responsibility to inspire and assist them to use advanced thought, planning and all modern aids toward the goal of more and more good coffee. What we need is mutual understanding and complete cooperation between producing and consuming countries to the end that sufficient supplies will always be there—at a fair price—for the person who holds out his hand for the stimulus and enjoyment of a fragrant steaming cup of good coffee.

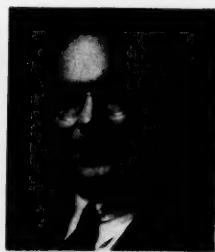
These are our frontiers. Let's make the most of them.



## successful conventions don't just happen

By **SIMON AUSKERN**, *President*  
*New York Coffee Roasters Association*

I wish to thank the editors of Coffee & Tea Industries, formerly The Spice Mill, for permitting me, as president of the New York Coffee Roasters Association, to greet the members and friends who will attend the National Coffee Association's convention at Boca Raton. My association's special thanks, also, to the committee in charge of arrangements.



It is no easy task to arrange a convention such as we have been fortunate to attend. Those of us who have been on committees know that every detail has to be taken care of. A successful convention doesn't just happen. It is achieved because men of the National Coffee Association spend time and effort to see that all attending get the maximum benefit, both in business and pleasure. It is to them that the officers and members of the New York Coffee Roasters Association extend their thanks and best wishes for a successful convention.





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# Southern roasters work to expand market

By J. D. ANDERSON, *President*  
*Southern Coffee Roasters Association*

We in the South who banded together in the group known as the Southern Coffee Roasters Association celebrated our second anniversary in April of this year. Yet for one so young we feel that a great deal has been accomplished toward the promotion of individual expression of thought and action by coffee roasters in our section.

At the first organizational meeting a goal was set that became the primary objective of our group. It was stated that this association was formed "To foster and promote a feeling of fellowship and good will among its members, and on broad and equitable lines to advance the welfare of the coffee trade."

Now it is true that all coffee associations, national or sectional, are formed for the same purpose; yet individuals sometimes forget this. The best and most effective way of obtaining this objective is to belong to an association and help carry your part of the load, rather than to be an individual of the minority who considers all associations as



At no time in the past have we had better opportunity really to exploit our potential than at the present. But for greatest success this exploitation must be carried out along well defined lines.

The "coffee break", "one for the road", and other good publicity releases are all planned campaigns to promote the welfare of the coffee trade. Our welfare is made up of many competitive activities that must be considered in national association campaigns as well as in campaigns carried out by roasters.

Coffee must be promoted as a summer beverage as well as winter; as a midmorning beverage as well as a dinner beverage; and as an enjoyable beverage at social gatherings as well as a good medicinal beverage.

To exploit all of these uses is to benefit the entire coffee industry. It can best be done by group work allied with roaster advertising. Hence the necessity for coffee associations.

For an association to function it is, of course, necessary that it have a good membership roster, and in the case of the national association this roster should be 100 per cent of the industry. We cannot expect our welfare to be fully promoted unless each of us do our share. Coordinated within an association individual thoughts and actions carry greater weight. On this basis our Southern group was activated in order to receive for this area due recognition and to take our place in national planning.

## cooperation on coffee in New Orleans

By W. CONNELL ENGLISBEE, *President*  
*The New Orleans Board of Trade, Ltd.*

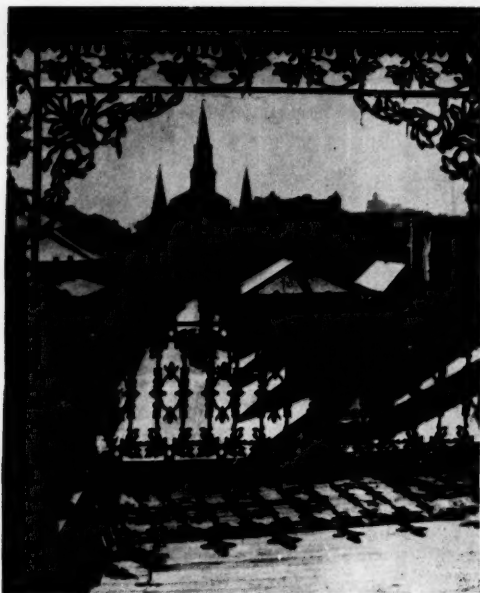
Our organization has, over the years, been closely associated with the coffee interests of New Orleans, and perhaps 90 per cent of the local coffee fraternity are members of The New Orleans Board of Trade, Ltd. It is a meeting ground in the daily business activity where all futures market quotations are posted—stocks as well as commodities — and prominent among them is the New York coffee futures market whose figures are listed on a coffee board.



I have the honor of being a past president of the Green Coffee Association of New Orleans, and welcome this invitation, after a lapse of so many years, to write an article on coffee. Realizing, however, that excellent coverage has already been made by Milton Ruth, the very able president of the New Orleans coffee group. I would prefer not to attempt a further analysis of my own.

May I, therefore, in speaking for The New Orleans Board of Trade and for myself, congratulate the coffee interests for their splendid contribution to the activities and to the development of our great Port of New Orleans. It is the cooperation and interest of such important groups as that of coffee which contribute so much toward the strength of all trade and industry as represented by The New Orleans Board of Trade, Ltd.

Our best wishes for a successful convention at Boca Raton, and our greetings to the members and guests of the National Coffee Association.



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## trends in solubles

*This picture of what's happening in solubles is from an overall summary of developments in the U.S. coffee industry presented by Mr. Cook to the fifth annual convention of the Tea and Coffee Association of Canada, held recently at the Seigniory Club, Quebec.*



**By C. W. COOK,**  
Sales and Advertising Manager  
Maxwell House Division  
General Foods Corp.

Soluble coffees have gained substantial recognition and acceptance in the U. S. Major quality improvements were made in some of the leading brands early in 1950, and the growth of the category since that time has been at a rapid pace.

Solubles now account for approximately 18 per cent—on an equivalent cup basis—of all grocery coffee sales. It is estimated that retail sales will exceed \$135,000,000 this year.

There are significant geographical differences in the acceptance of solubles. In our highly populated eastern areas, this form of coffee accounts for over 25 per cent of all grocery coffee sales—again on an equivalent cup basis. By contrast, their share in another section is less than six per cent, though I should add that the East has been much more heavily cultivated by soluble coffee promotions.

As for product trends, two are evident. One is the decided shift to the so-called "pure," or unfilled, type of soluble coffee. Some important processors heretofore offer-

ing products containing carbohydrates are now converting to "pure" products or marketing both types.

The other product trend deals primarily with the physical nature or appearance of the soluble coffee. In contrast to some of the light colored powders marketed earlier, many of the products now offered for sale are much darker, are granular in form, and are much more coffee-like in appearance.

All but a small share of this total volume is packed in glass jars, though the two major can companies are waging quite a competitive battle to develop a can that will win acceptance. It is interesting that the larger jar packs—equivalent to two pounds of regular in some brands, and three pounds in other brands—account for well over 50 per cent of the total tonnage.

New brands of soluble coffees appear on the market almost every week of late. At last count there were 43 different brands but five of these account for over 90 per cent of total sales. I understand there are fewer than ten processors now in operation, and some of these concerns process and pack for others.

It has been our experience that very substantial capital outlays are required for soluble coffee processing plants, and a continuing research program of major proportions is a "must" just to insure keeping pace in this fast-moving field.

A most interesting outgrowth of the soluble development is the adaptation of automatic coin-operated vending machines for the dispensing of coffee. At least two rather satisfactory machines were introduced in 1948 and 1949, and progress has been rapid since that time.

One type uses dry ingredients—soluble coffee, powdered cream, and granulated sugar—whereas the other depends on liquid concentrates. The latter requires a built-in refrigeration unit and, for the present, the dry-ingredient machine appears to have the upper hand.

There are over 12,000 total machines now in the field, and growth seems limited only by the availability of additional machines—estimated to be at the rate of 4,000 per year. Incidentally, an increasing number are being shipped into Canada.

These vending units are finding places in factories, office

(Continued on page 39)



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# Greetings

to the 1952 Convention, National Coffee Association

from

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Export Statistics: 1870—543,425 bags; 1951—7,462,747 bags  
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# coffee growing problems

By DR. WALDER LIMA SARMANHO, *President  
Pan-American Coffee Bureau*

I should like in this article to discuss a phase of coffee that has seldom been publicized in this country: the problems entailed in the cultivation of the coffee crop.

The American people have long been familiar with the various problems faced by American farmers—those of drought, irrigation, erosion, fertilization, insects, high shipping costs, etc. However, they have—quite naturally—paid little attention to the problems of the Latin American coffee farmer, who nevertheless encounters the same sort of difficulties as do his neighbors to the north.



It is up to the coffee industry to keep the American people informed concerning these difficulties, especially since lack of knowledge in this country has led to many erroneous beliefs about coffee.

I shall confine my remarks to the problems that face Brazilian coffee farmers, since I am most familiar with them. I have recently returned from a trip to Brazil, by the way, and can speak of the country's current coffee difficulties from first-hand observation.

A problem of paramount consideration in Brazil today is that of increased production. Brazilian coffee production no longer matches the huge totals of the 1920's and 1930's. During this period, her coffee exportable production sometimes topped 25,000,000 bags annually. Contrast this with the estimated world exportable output for 1951-52: 29,900,000 bags. Brazil's production this crop year is expected to be less than 14,000,000 bags.

Why this decline? There are several reasons. One is the insufficiency of irrigation. Little irrigation of coffee farms is carried on in Brazil today, despite the fact that many agricultural authorities regard the practice as essential to offset the annual droughts which affect so many Brazilian coffee farms.

Extensive irrigation is still too costly a process for the average coffee farmer. The Agronomic Institute at Campinas, Sao Paulo, puts the cost at high as 25 cents a tree per year. Nevertheless, it is a practice which is gradually increasing.

Inadequate fertilization is also a problem on these farms, although more progress is being made in this respect than with irrigation. The necessity of fertilization

is more widely recognized now than ever before. In the past, most coffee farmers ignored the practice. It was simpler to plant new areas when land began to wear out. This is no longer possible to any great degree.

Brazil's farmers will tell you that the country's virgin coffee land is not limitless. In the future, coffee production must rely more on old land. This is why fertilization is so important. Old land, if it is to continue to produce at anything like former rates, must be fertilized periodically.

Like irrigation, however, fertilization is also a costly process. Although, according to some farmers, it accounts today for approximately one-third of their total farm expenses, many of them have begun to fertilize their lands, a move which augurs well for the future.

Another factor behind Brazil's smaller coffee production is the fact that due to the totally unremunerative prices of the 1930's many plantations were abandoned. At the present time, the coffee tree population in Brazil is about two-thirds that of the early 30's.

The overall supply of labor for agriculture has been an additional factor affecting production. The acceleration of Brazil's industrialization which occurred during and following the last war has drawn large numbers of laborers from the farms to the cities.

This rural labor scarcity has been a very harassing problem in some regions, as has the steady increase in labor costs. One leading Brazilian coffee farmer estimated that his labor costs had risen 20 per cent annually for every year since 1949. Another declared that labor costs in São Paulo, Brazil's leading coffee-growing state, had climbed 35 per cent to 50 per cent above 1951 levels.

Most of Brazil's coffee is transported by rail. In many areas, however, trucks must be used—despite the fact that the cost is approximately double—simply because rail transportation is not yet available. Approximately 70 per cent of the coffee in the important growing state of Parana is shipped at the moment by truck. Obviously, the increased cost is no small burden on the state's coffee farmers.

Erosion, a problem common to so many American farmers, is also beginning to plague Brazilian farmers. In the past, they have never concerned themselves greatly with ways to alleviate erosion. Consequently, its effects are being felt on many farms today. Active efforts to combat it are taking place: contour planting, for instance—planting in rows around hills instead of in straight, up-and-down lines. A similar combative technique is the digging of contour ditches among the trees, and the cul-

tivation of only alternate spaces between the rows at each tillage, letting grass grow in the remaining spaces.

Another problem of growing concern in Brazil today is that of insect infestations. There are two principal insects which attack coffee trees: the coffee bean borer, known as the broca, and the leaf miner. Of the two, the broca is the more serious pest. The leaf miner has not been a particularly serious menace until comparatively recently. Since 1950, however, when it caused a substantial amount of damage, it has been a vexing problem in some regions. Because it likes dry weather, the droughts of the past few years have favored its spread.

The Broca, a more serious pest, is being combatted principally by insecticide spraying. This is usually done

by hand, although some farmers have recently resorted to planes to do the job. This, too, is an expensive operation—about five cents a tree, according to one estimate.

So much, then, for Brazil's coffee problems. Serious as these problems are, however, the situation is by no means all dark. Research, for example, which is going on constantly, will result in improved tree stocks and increased yields per tree. Fertilization and irrigation are spreading, and insect pests and erosion are being combatted with increasing vigor—and success.

Brazilian farmers, in short, are facing up to their problems, and are devoting every effort to their solution. Certainly this holds forth much hope for tomorrow's coffee production.

## coffee trade among good neighbors

By **ARTURO MORALES**, *General Manager  
Federación Cafetalera Centro America-Mexico-El Caribe*

It is interesting to note that as time passes commercial coffee relations between producer and consumer countries, especially the United States, have become stronger and more binding.

This has been due to many factors, one of them being better communications, with aviation shortening routes to such an extent that land barriers have ceased to exist. Today the American coffee buyer who wishes to visit one of the Latin American producer countries can do so in a matter of hours. Also, producers of Latin American coffee can travel with the same ease.

This personal contact has enabled a better understanding to spring up between producers and buyers.

At past conventions of the National Coffee Association, Latin American growers had little opportunity to attend them, and therefore they were celebrated in an entirely American atmosphere. Today a great number of Latin American coffee growers are invited, and we hope this will strengthen the good neighbor policy more and more in the future. Only through talking things over personally can a whole series of problems, which at first sight seem impossible to solve, be arranged satisfactorily.

The two international offices created by the Latin American coffee-growing countries, the Pan-American Coffee Bureau and the Federación Cafetalera Centro América-México-El Caribe, have been the result of the good neighborliness that has been growing between producer and consumer countries.

These two entities are not the cause of exploitation of one group by another; quite the contrary. They are the means by which commercial and friendly relations are and

must be made.

It should be clearly understood that the coffee buyer and the coffee seller are members of one and the same body; one cannot exist without the other. Therefore, anything that hinders one is bound to influence the other.

Commercial relations are the best means of good neighborliness. Where there are no commercial relations, political relations suffer.

The nine coffee producing countries that form FEDECAME are highly hopeful of cooperating with the members of the National Coffee Association even to a closer degree in their friendly and commercial relations.

FEDECAME, since its formation, has always invited the members of the National Coffee Association to their annual conferences so that they can see for themselves how we work; see our coffee tests and the great interest that is taken in this, all for the purpose of offering a better product to the consumer. New types of coffee have been created so as to offer to the United States and all other countries a more uniform product, which will simplify large scale transactions and adapt themselves to present day ideas of looking for more facilities not only in the home but also in commercial relations.

Before closing, I would like to wish the convention which is to take place at Boca Ratón every success, and we hope to have the pleasure of seeing the directors of the National Coffee Association at our next conference, which will be held in Havana, Cuba, where they will be most welcome.

### taking advantage of "the breaks"

(Continued from page 26)

the institutional industry can exert an enormous influence on the public's eating habits. An indifferent attitude towards King Coffee in this field is too dangerous to be tolerated. It is possible to place too much reliance on "the breaks."



## the coffee picture today in Brazil

By ALCEU MARTINS PARREIRA

At the time we are writing, this, in the first days of October, it is no easy matter to give readers of *Coffee & Tea Industries* a precise picture of the present position of coffee in Brazil. For many years this season has been the first half (running from July to December) of the coffee year, in which transactions are initiated on a basis of practically only newcrop deliveries. Except for the quantities already at the ports on June 30th, 1952, and which are considered as "shelf goods," the remainders of preceding stocks still to arrive in ports are very small, or almost negligible, compared with the huge surpluses which formerly were carried over from one crop to the next.



In this new situation, statistical figures which were once a basis for computation of quantities available in Brazil are as yet vague. Our domestic trade will currently devote a good part of its time to gathering data in the various producing centers in the interior, in order to verify to some extent the reports of reduced yields in the harvesting among most of the coffee districts of São Paulo and other states.

Even in the north of Paraná, where unofficial forecasts had pointed to a record harvest of 5,000,000 bags, a tendency has come up the last few days to admit for the now second-place producer in Brazil a crop that would not greatly exceed the 4,400,000 bags of the government estimate.

However, there are operators less constructive in their opinion of the present coffee crop, and the outcome of these divergencies in views is that on certain days, when trading quiets down, the "betting" market remains quite active. In other words, what actually happens is that the exact statistical position for Brazil coffees remains in a process of definition, which most probably is only really completed at the end of the season, when the full details for shipments despatched from the interior, against the loadings going to other countries, can be assessed.

There is a point in the production of coffee in Brazil which seems interesting to note, and this is the great difference in economic yield between the new regions of Paraná and other states, principally São Paulo.

Suffice it to observe, on the basis of estimates published

for the crop of 1952-53, that out of a total of 2,093,000,000 trees now in production in Brazil, 250,000,000 or 12 per cent are in Paraná, while the production of the region is placed at 30 per cent of the total from Brazil, or 4,400,000 bags. The other states, with an aggregate of 1,843,000,000 trees, 88 per cent of the plantings, will produce only 70 per cent of the estimated total, or 10,800,000 bags.

This enormous disparity indicates that while growers in the newer lands will obtain excellent profits, at the current prices, planters in other areas complain of small returns on the recent harvests, principally if we consider that in the older districts cultivation is more expensive because of the fertilization needed which means an increase of 30 per cent in the cost of maintenance.

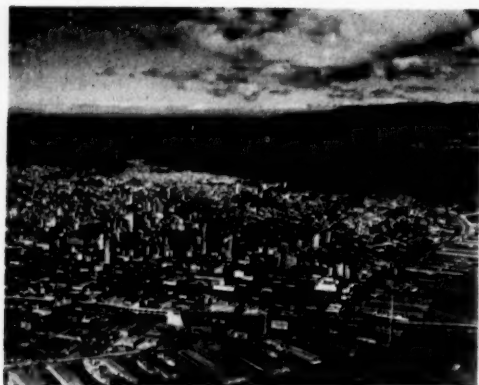
At the same time, the small yield in São Paulo, as in other states, was due mostly to the effects of drought, while the north of Paraná was favored with some fine rainfalls at just the right times, enhancing greatly the natural virtues of the new soil and the more vigorous trees. Nonetheless, growers in São Paulo are determined to fight to restore their plantations, and many have already installed irrigation systems. This is now the principal thought in the producing centers of São Paulo, where after beating one enemy, the borer pest, preparations are actively underway to overcome that formidable climatic drawback, the absence of proper rains.

Not only this, the Sociedade Rural Brasileira of São Paulo is establishing the bases for a wide campaign to recuperate the old plantations, and this will enjoy the full support of the state administration. A large team of the best technical men is being mobilized to guide the work, which will be spread throughout every township, through joint committees of the public authorities and local growers. One of the purposes of the movement is to encourage the replanting of decadent trees and the filling in of "gaps" with early bearing species of extra large yield, from seeds selected by the Agronomic Institute of Campinas, São Paulo. This is a scientific organization, perhaps unrivalled in the world, for study, experimentation, and botanical knowledge of the coffee plant.

There are those who affirm that the results to be achieved with the new species of the coffee plant will mark one of the most impressive achievements in the history of the culture of the coffee bearing genus.

Thus, in the midst of the hindrances of many sorts that have attacked the vast majority of growers in Brazil, there is positive evidence that the country will not rest in the effort to retain for many years into the future its leadership in the world production of the coffee bean.





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# statistical balance

## — and production

By **MARIO ROLIM TELLES**, President  
*Sociedade Rural Brasileira*

Back in 1927, when São Paulo state was harvesting 20,000,000 bags of coffee, we used to think and worry about what could possibly be done to save our economy from the effects of an overproduction which was bringing in with each crop twice as much coffee as the world was consuming.

In those days it was our opinion that in the interest of producers and consumers alike, prices should have been maintained at the levels then prevailing, since those prices were accepted as satisfactory. That opinion was based on the fact that by selling only the coffee for which demand existed and by storing unsold crops, we could eventually bring about statistical balance between production and consumption through advertising and through reduced output of marginal producers who in time would become disheartened by their failure to market not more than half of their crops.

However the opinion of scared people, of those who wanted to establish statistical balance by crop destruction, prevailed. They didn't understand that statistical balance had to be of a preventive nature to forestall disaster and was not a solution in itself. As a result, Brazil experienced the burning of coffee, with its sequel of producer demoralization, the lowest prices ever, and the steep drop in production. Within a few years, that production was to become insufficient to meet world demand.

With the little resources now at our command as a result of such bad policy, we are thinking of ways and means to produce larger crops once more. In São Paulo there is afoot a campaign to recuperate the coffee industry, using lands once planted with coffee or opening up new lands to coffee cultivation. Selected seeds as well as modern techniques of land irrigation and fertilization are used. Also, new methods against erosion are being implemented in conjunction with these activities.

In Paraná, coffee planters are busy opening up new lands for coffee cultivation very much in the same manner São Paulo did in former years. Despite all this activity, we just cannot foresee another period of overproduction.

We do realize, though, that the product's scarcity is endangering quality coffees, as the public no longer asks for them the way it used to do, while little by little consumers are forgetting the mildness of the "bourbon" coffee Brazil produces, to accept in its place a beverage that has little coffee in it.

We trust our American friends will not lose their fine taste for high quality coffees by leaning toward the African product and that they will again demand good coffee, tastier than fine liqueurs.

### trends in brewing equipment

*(Continued from page 33)*

Most work in recent years on urns has been on "automatics". Those now in use or in the testing stage work on the following general principle: The operator manually measures coffee into a filter basket and puts the basket in position. Then a button is pressed or a dial turned which starts heated water spraying over the coffee. Filtration time (governing the strength of the brew) is controlled by the size and number of filtering holes in the basket. When the required amount of water has passed through the basket, the water automatically turns off.

So far, the cost of these units has been too high to permit general distribution. But several manufacturers are continuing experiments to make for more efficient labor-saving brewing.

As far as the standard urns are concerned, there have been no major changes in recent years. Improvements have been made by some manufacturers in styling and in heating efficiency.

The biggest problem to be licked is that of lime. That problem faces anyone using hot water in tanks but roasters particularly want a unit that will not lime. So far, no luck.

Further changes or improvements in coffee brewing equipment are on the way. From rumors, it seems that several manufacturers have new products or ideas up their sleeve. (We do too, but we're not talking—yet). And it may be that one or more of these will be the answer to better, more flavorful coffee in the place of final judgment—in the cup—and will get it there with maximum economy.

### coffee importing—has it changed?

*(Continued from page 21)*

consumer as efficiently as any commodity, and the very narrow margins obtained by those who perform the necessary services—the exporter, the importer, the roaster and the retailer—are much smaller than is the case with most commodities.

That the coffee business has had farsighted and courageous leadership is proven by the fact that it has come through as trying times in the past dozen years as have been experienced since the start of this industry—and has come through with so little change in its business environment. The future of coffee looks bright.



## coffee trends in Colombia

By RALPH P. BALZAC, Balzac Bros. & Company, Inc.

There has been a comparatively even movement of Colombian coffees to consuming markets this year. Demand seems to have been more constant, less sporadic (except on strike threat) than in recent previous years, and Colombia appears to have been more of a free seller at most times.

Perhaps there has been less fear on the part of the buyers of any sudden price collapse, and similarly less sanguine hopes on the part of the producers that quotations would keep going up and up through the ceiling. The result has been good for Colombia, with a more regular flow in her exportation and a consequent steady monthly acquisition of dollars to cover her heavy import business, which goes mostly from this country. In this manner, together with prudent measures to lessen inflationary pressures, Colombian importers have been able to keep quite prompt in their payments to our exporters.

Price fluctuations during the year have also been comparatively within bounds; say, from one to four cents per pound (the strike threat accounting for the widest fast advance), or a maximum of about seven per cent between the high and the low; which, as markets go these days, would not be thought an extreme fluctuation for the year, though quite enough to keep interest always on the alert.

Since we put a ceiling to coffee prices, the Colombian control fixed a minimum export price which was about exactly equal to our ceiling, and it had remained rigidly unchanged until now (October 18th). It has just been adjusted to a more realistic view of the actual market and its possibilities for the coming crop. As they say, you cannot get the kitten to liven up after a stationary object.

Exporters in Colombia have had a slight measure of defense in the exchange. By a decree of the Control, this is automatically advanced each month by a small percentage, equivalent to slightly over one-eighth of a cent per pound.

The purpose is for the planters to get more pesos as time goes on. For instance, on October 15th the coffee dollar went up to 2.269 from 2.26075 the previous month. Unless the present law is modified in the meantime, these gradual monthly increases are to continue until the coffee dollar gets up to a par with the general official exchange, which is 2.50 pesos per U. S. \$1.00, or 40 cents for one peso.

Coffee growers and exporters would like to get the full exchange all at once and rumors often crop up of an impending advance larger than the stipulated monthly percentage; but the Control authorities have heretofore categorically denied having such intentions.



Transporting coffee in Colombia by manpower and mules.

Monthly total Colombian shipments for the calendar year to September have been: January, 473,312 bags; February, 441,704; March, 315,798; April, 384,746; May, 313,751; June, 352,936; July, 443,416; August, 421,293; September, 462,020.

The total of 3,608,976 bags divides as follows: To the United States, 3,211,895 bags; to Europe, 280,783; elsewhere, 116,298.

Colombia is now furnishing 20 to 21 per cent of our total intake. We believe that the percentage is tending to increase, although Colombia at the same time is making efforts to expand its European consumption. Because of special favorable circumstances, it got up to 25 per cent some years ago. Brazil is probably running at about 54 per cent; Central America around 12 per cent, with other small percentages from Mexico, Venezuela, Ecuador and the West Indies.

In some of these countries, notably in the West Indies, production could be appreciably increased. Better cultivation and preparation, especially of the coffees grown in the higher altitudes of these islands, can yield very nice qualities.

Production of all these better grade coffees should be stimulated. We are going to need them all with our compounded yearly increase in population and the higher standard of our coffee blends which has become noticeable in recent years. If peace and normal economic conditions become established in Europe, that continent will take considerable more coffee from all the producing areas, although probably their great bulk will continue to be

(Continued on page 84)



# Mexico's new coffee credit policy

By **JUAN REBOLLEDO CLEMENT**, *President  
Comision Nacional del Cafe  
Mexico*

A new credit coffee policy of long-term money loans—fifty years at six per cent annual interest—has been initiated by President Miguel Alemán of Mexico, through a decree transmitted to the writer as president of the Comision Nacional del Cafe. Thus, until such time as the coffee plantations begin to recover the investments, the Comision will be able to bring to the coffee grower improved methods of work and of cultivating the land, offering him at the same time the necessary credits with deferred amortization.



The first of these tests, in which a coordination of technical assistance and appropriate credits are to be applied, is to take place in a 25-hectare lot of the "ejido" of Coatepec, State of Veracruz. (An "ejido" is land adjacent to towns in the agricultural districts, to which the inhabitants have a right to free occupancy and exploitation, following the required legal or official procedures.)

The selection of this lot, planned by the president of the republic himself, is due to the fact that this is a zone which offers the least economic resistance and is the basis for the development of agriculture in the nation, implanted by the Mexican Revolution.

The necessary funds for this trial will be made available by the Comision Nacional del Cafe and will be supplied by the sales of coffee seedlings.

Since the credit institutions of the country do not grant loans on the terms mentioned, there is no end more suitable and legitimate for the application of the remaining funds of the coffee commission in bettering the coffee industry than to assist with credit facilities the formation of new plantations by the coffee grower.

The investment in the "ejido" of Coatepec has been placed under the direction and supervision of the Comision's technical department. The plantations will be started with young plants from the Comision's nurseries and the result will be the basis for the drafting of coffee credits in the future.

Mexico has to increase its coffee industry, since coffee is one of the most important sources of income in the country's economy.

## smokeless coffee roasting

(Continued from page 25)

to the roaster to make it smokeless were relatively simple.

A larger burner to supply more heat was necessary, a deflector was put in front of the flame, a second bleed-off pipe was provided and some dampers were added to direct the flow of the gases.

Thus, it was possible to make use of the Thermo's recirculating feature by passing the smoke and steam through the flame of an enlarged burner which at the same time supplies the heat for roasting. By the use of a sequence of damper positions during the roasting cycle, the smoke can be burned before the excess gases are vented. The Thermo Roaster, with these design changes, operates with no visible smoke, no visible condensed steam plume and no coffee odor. A 100 per cent job of elimination is being done with an increase in roaster gas consumption of only 40 per cent.

We next turned our attention toward the older, non-recirculating coffee roasters, such as the Burns Jubilee. Without recirculation to exploit, it was necessary to take care of the smoke and steam at some point between the

roaster discharge pipe and the discharge to atmosphere. Another difference is that, until shortly before water is applied to the roast, the quantity of gases being vented by a Jubilee is almost three times that discharged by a Thermo. During the spray period the amount vented is roughly the same on both roasters. While the volume ratio on a Jubilee of products of combustion to "in leak" varies considerably during the cycle, the total is fairly constant and increases much less upon application of spray than is true in the Thermo.

A smoke incineration unit was designed—separate from the roaster—which receives the vented gases from a collector installed on the roaster outlet pipe. This Burns Smoke Eliminator is 100 per cent successful in removing smoke, steam and odor. However, the gas consumption required to "roast smokeless" on a Jubilee is necessarily greater than in the case of the Smokeless Thermo. Tests show that smoke elimination will add about 125 to 150 per cent to the total gas consumed for roasting, depending on the particular roaster installation.

(Continued on page 69)



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## coffee dangers — old and new

By RODOLFO LARA, Vice President  
Oficina del Cafe de Costa Rica

*Mr. Lara has devoted more than 25 years to the coffee industry. For many years he has been a partner in Lara & Co., one of the largest coffee exporting firms in Costa Rica.*

Without a doubt, coffee is the Cinderella of the North American market. Price controls, attempts at senatorial investigations, the manufacture of soluble coffee—everything has been done to create obstacles to the normal development of the industry of coffee growing.

During World War II, when a maximum price was fixed on coffee, it caused the producers a loss of almost 50 per cent of the actual value. When the fight was over, coffee occupied its corresponding niche with regard to the rising scale of prices, along with all the other agricultural products. If this readjustment of prices had continued in a free market, once they had been compensated for the losses suffered during the war, the producing countries would have had the necessary economic means to build up new plantations and better production. They would also have been able to raise the standard of living of the rural population. An increase in the volume of commercial interchange between the producing countries and the United States would have been natural consequences of such measures.

Unfortunately they were unable to achieve these worthwhile aims. After a short period of commercial liberty and because of the war in Korea, the OPA was revived and a new maximum coffee price was fixed. This time it was a onesided proposition and was definitely contrary to the regulations of international treaties.

There is a Spanish proverb which says, "A bad thing is welcome if it comes alone." *Bien venido seas mal si vienes solo.* The truth is that in spite of the damage it causes to the producing countries, the fixing of maximum prices is a transitory measure, to be used in an emergency, whose effect should be felt only during the time this emergency exists. But the other evil to which I refer will be a permanent one and cause greater damage as well as compromise the economic stability of the producing countries, if measures are not taken to counteract it or make it less dangerous.

The intensification of the manufacture of what is called "soluble coffee" in the United States has begun, and its use means a noticeable saving of coffee, which thus re-

duces the demand. If the manufacture of solubles becomes general and maximum prices are maintained, the situation for the producing countries will become very grave indeed.

The economic position of these countries depends almost exclusively on the coffee crops. If these are abundant and can be sold to world markets at a good price, there is general prosperity. But if the demand decreases and prices are low or crops are small, economic crises occur. National economy is so affected that the producer, as well as the worker, must adjust his expenditures to the price of the grain, and even the sales of the businessman, himself, increase or decrease in accordance with the money which the coffee grower and the country people have at their disposal. Coffee prices influence and reflect, therefore, the general economy and the state of the public treasury of the coffee producing countries.

If coffee commerce is so closely linked to international interchange, and if it is the source of wealth or the threat of ruin for most of the Latin American countries, the United States should concern itself not only with giving its people a cheap cup of coffee, but also should try to build up the purchasing power of those countries, so that they will be able to absorb any excess production which will probably exist when war production ceases and peacetime production is intensified. Once the national market is satisfied, the Latin American countries will be the biggest consumers of excess production from North America.

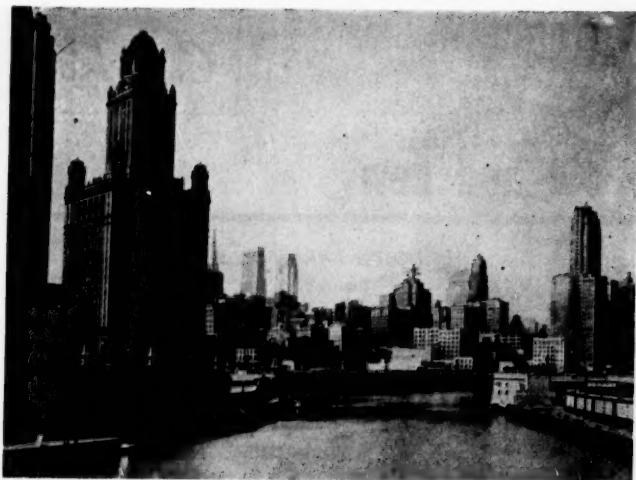
But this strengthening of buying power should come through normal channels in a free market by allowing Latin American products to be sold at a fair price, free of controls and hindrances. In addition to the commercial significance this has to the United States, it would be a fine and equitable gesture, and would eliminate the necessity of our appearing as beggars before North American or world credit institutions.

Are the Latin American coffee producing countries actually defenseless in the face of these two dangers, as is generally believed? Are there no measures of self-defense that can be taken with regard to this price policy which is a one-sided imposition, or to lessen in some way the economic damage that the intensive manufacture of soluble coffee could cause?

The Latin American countries produce nearly 10,000,000 bags of "mild" coffee annually. This places them first among those producing that quality of coffee in the world. Whatever steps they decide to take would have immediate and far-reaching effects in the world coffee market. No one is in a better position than they to appreciate the considerable increase in the cost of production during recent

(Continued on page 86)





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## coffee progress in Honduras

By DAVID A. KATTAN

Honduras will export over 180,000 sixty-kilo bags of coffee in 1953, barring unforeseen bad weather before harvesting commences by the end of December or the first part of January. Total production should run to 240,000 bags.

These figures represent an exportable increase of nearly 160,000 bags in the last ten years. Actually, there was very little incentive given to the farmers for planting additional trees during World War II, when Honduras was unjustly saddled with an import quota of 20,000 bags for the entire United States. That quantity could now be shipped in less than one month.



Because of the excellent returns brought on by the 1949 market rise, every *finquero* was able to put a considerable amount of his earnings into increasing production on his farm. Several million new trees were planted in the last three years. These will begin to bear fruit in 1953 or in 1954. By 1955, Honduras will be exporting a minimum of 225,000 bags.

The prosperity of the planters has not been shared by the exporters, for with increased production and better preparation have come increased competition and narrower margins. Many El Salvador and United States buyers have opened offices in Honduras.

Last March, the Banco Nacional de Fomento opened bids for two complete beneficios to be set up by the government, with additional ones to be built later if the first two proved satisfactory.

It was rumored that the government was planning to establish a sole buying and selling agency for all Honduras coffees. This rumor killed the plans of several firms for the construction of new coffee mills.

Furthermore, several newly-established companies changed their ideas about setting up large plants because of the transportation difficulties that would have been encountered in large-scale operations in any one region. The coffee cherries could not be moved fast enough to the washing plants. That meant that only small units could be put up economically. Lack of roads is the coffee man's biggest problem in Honduras.

Honduras coffees have come a long way since 1944, when the first real efforts for proper preparation were made by one large exporting house. It is true that most washed coffees were well cured up to that time. However, washed coffees accounted for only 10 per cent of the total production.

In 1944, the naturals were shipped in various grades, cleaned, screened, and properly selected, for the first time, in any volume. Up to that time, practically all unwashed coffees were exported without mixing, or grading, etc. One firm pioneered in this work. Through a very intensive advertising campaign, it was able to put over its products on the American market. Prior to that time, Honduras unwashed coffees were considered as unusable by most of the United States trade.

Whereas previously the old familiar chant was "irregular," "musty," "earthy," "fermented," expressions of praise are now heard instead. When properly prepared, Honduras coffees have body and acidity, and are seldom Rioy in taste. They cannot be properly classified as neutral, as some in the trade have described them at times, for Honduras coffees do have flavor and can be effectively used as substitutes, or supplements in blends, to lower costs. Honduras coffees are the bargain milds, for they sell relatively cheap in comparison to coffees of comparable quality.

The term "treacherous" has been quite properly applied to some Honduras coffees, for unfortunately there are shippers who, even today, just put coffee in bags without mixing, selecting or grading. But that situation exists in other countries, too. Just as "caveat emptor" applies elsewhere, so does it apply to Honduras. It behooves the buyer to know his shipper.

Some Honduras coffees are sold with a guarantee of uniformity and of grade, while others are sold with no description except "unwashed" or "washed." One exporter sells six grades of unwashed and three grades of washed coffees. That is a far cry from the coffee exported prior to 1944.

Most of the higher grown coffees are produced on the south side and are shipped out of Amapala on the Pacific Coast. However, the finest grown and best prepared product comes from Trinidad and is shipped from Puerto Cortes on the Caribbean shores.

It may come as a surprise to the coffee trade of this country to learn that coffees grown around Trinidad have won first prize in blind tests held by the Central American Coffee Growers Federation. Coffees from Mexico, Guatemala, El Salvador, Nicaragua, Costa Rica, Haiti and Santo Domingo were used in the tests.

In recent years, the National Coffee Committee of Honduras has gone to great lengths to aid the farmers by giving them not only good seedlings (mostly Arabica) to plant, but also technical knowledge on the proper methods used in cultivating and pruning the trees, and in picking and preparing the coffee for export. This instrumentality of the Ministry of Agriculture sends out weekly market bulle-

(Continued on page 67)

## better qualities from Ruandi-Urundi

By **ROBERT L. BELIEN**, *Secretary  
Coffee Board of Ruanda-Urundi*

The basic outlook on coffee matters in Ruanda-Urundi having been dealt with in previous articles published by the editor of this magazine, it seems timely to inform the American reader and importer on what has been done in this country to improve the quality of a product already well appreciated throughout the world and particularly in the United States.

In close collaboration with the Department of Agriculture and the Institut National d'Etudes Agronomiques au Congo, the native planters were given better and highly selected seeds, to increase the production of their small plantations as well as the intrinsic value of their product. New seed beds were created in carefully located areas, where planters are able to get delivery of the slips for the desired extensions of their coffee-tree fields.

All over the country, which is divided into 17 districts, well-trained teams comb assigned regions to detect coffee pests, and destroy them with appropriate equipment.

The most dangerous enemy of coffee trees and cherries in this country is the "antestia," but its activities have been under control and quite regressive for the last few years.

Under the same conditions, the natives' plantations are subjected to frequent inspections, aimed at proper execution of mulch as well as care of cuts on multiple stalks.

Mindful of the importance of picking ripe cherries at the right moment, two mobile squads were recently created for patrolling Ruanda and Urundi. Both squads are led by technical agronomic advisers assisted by native aides. Their goal is to teach the aborigines the know-how for increased yield and better quality as a direct source of additional profit.

After crisscrossing every district, visiting villages and talking to most local chiefs, these teams, working in close connection with the district commissioners and governments' agronomists, were able to establish undeniably that steady progress has already been secured. The use of depulping machines has been generalized, thanks to the friendly assistance of the Fonds du Bien-Etre Indigène. So far more than 180 depulping centers have been built and put into action throughout Ruanda-Urundi providing the natives with a fast and easy way to present a perfectly treated product to the commercial and business centers.

The use of these depulping centers, equipped with float-



ing tanks permitting the separation and elimination of light parchment beans, should progressively improve the average quality of the product, and further steps have been taken to make the natives more conscious of the real importance of this fact.

The government encourages the formation of a cooperative system based on the organization of planter groups living in the area surrounding a depulping center. All operations will then be made in common, up to the public auction of parchment lots, with a determined tonnage in business centers.

The government also strictly stipulates the minimum price to be paid to the natives for their coffee and provides most of the commercial centers with scales. That official price is established by a commission on price stabilization and is based on the OCIRU figures as given by the stock-list in New York City, with deduction of various charges.

Leaving the country for export, most of the coffee lots used to make their way to either Dar es Salaam or Matadi, as the whole production in Ruanda-Urundi passed through mills working only in Usumbura. In the past few years some new mills were built up-country and even in northern Ruanda, about 250 miles from Usumbura's main warehouse. Some exporters, well aware of frequent jamming on the principal export channels, steered their product via Mombasa, avoiding both crowded traffic lines and freight charges from the mill up to OCIRU's warehouse.

As all coffee leaving Ruanda-Urundi must be stored at OCIRU for sampling and be checked for quality, type and weight before being shipped, two new warehouses have been built close to the northern border, allowing easy possibilities for export along that new route. All lots passing through those warehouses are subject to the very same methods of control as those passing via Usumbura.

Several American importers as well as many other foreign coffee businessmen visiting Ruanda-Urundi and OCIRU's organization were deeply impressed by what has been done at every stage of the fast-growing coffee industry to promote it, with the natives' collaboration, toward the place it deserves.

To the many others we say, "Welcome to Ruanda-Urundi. Your visit here pays for itself."

### **El Salvador harvest may reach record level**

The 1952-53 export crop in El Salvador is expected to come on the market in late or early November.

It may reach the level of the 1948-49 record crop, which amounted to 1,223,929 bags, according to trade estimates.



*Thanksgiving Greetings*  
*to all in the coffee industry*

---

and Best Wishes to the  
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# premium prices for Kenyas?

By THE COFFEE BOARD OF KENYA, Nairobi  
Kenya Colony

The Coffee Board of Kenya once again wishes you all every success for your annual convention, and in doing so feels that we Kenya planters are closer than ever to our American and Canadian coffee friends.

During the year, several distinguished American coffee folk have visited us in Nairobi, and we are very pleased to know that Kenya's name as a quality coffee-producing country still ranks high in the U.S.A. and Canada.

Our season is just starting, and we expect to harvest and offer for sale around 11,000 tons of Kenya coffee.

We are informed that with ceiling prices in Germany we must expect to market our coffee at nearer world prices than we have been accustomed to in the last few seasons, and that provided our auction prices are in line with other milks, we may expect a good share of business from your side.

With the ever-increasing costs of producing the high quality Kenya coffee, we hope our friends will be prepared to pay us a greater premium than that normally quoted over "mass-produced" mild coffees. We often feel that the incentive for quality production is rather lost when U.S.A. buyers will only pay about one-half cent per pound premium over and above very ordinary quality coffees. We do appreciate the fact that our quantities are relatively small, but unless greater premiums are paid for our best coffee, there is a real danger of the quality deteriorating. London, for instance, pays us, under the Ministry contract, a premium of eight cents per pound for our best quality A. grade, as compared with f.a.q. B. grade.

The Ministry of Food in London will take only 3,000 tons of a fair run of the quality produced in Kenya during the next two seasons, so there will be around 8,000 tons for competitive buying in the Nairobi auction. The planters will again subsidize local consumption in order to relieve the cost of living in Kenya, but our total requirements in this connection only amount to a few hundred tons.

Our research team has been extremely busy during the year coping with problems such as insect control, mulching, chemistry of coffee, weeds, fermentation and preparation of coffee generally on farms—in fact, a hundred and one different problems affecting the quality of Kenya Coffee which continually arise.

During the year, a joint committee representing the European planters in Tanganyika and Kenya was set up, and this committee will be responsible in the future for the sale of Arabica coffee from the two territories. Unfortunately, the quantity of European produced coffee in Tanganyika this season will be comparatively small, due to unfavorable weather conditions, and it may well be that the total crop will only cover the Ministry of Food requirements under their contract.

However, the spirit of "unity is strength" has been established, and it is to be hoped that in years to come the joint territories will be able to offer to the consuming world a worthwhile quantity of coffee.

Kenya's African production is increasing, but of necessity very slowly, and it will be many years before the indigenous peoples' contribution to Kenya's production will show any great increase in the overall quantity.

Farmers generally are continuing to spend large sums of money in improving estates, this not having been possible during the years of lean prices, and much more is now being done to mechanize coffee growing and production, in an attempt to combat the ever-increasing labor problems and rising costs generally.

With the decrease in bulk buying by the Ministry of Food, more firms are being attracted to Kenya for the purpose of coffee trading, and in addition to some 64 firms licensed to deal locally in coffee, there are over 30 firms now holding 'A' licenses, which enable them to buy coffee in auction and ship it to any part of the world.

So, in Kenya today we feel we have a good set-up, and one able to cope with the world's most discriminating buyers.

Our planter-owned curing mills, situated in Nairobi, are doing a good job of work, but to improve their work even further, and to keep apace with competition, the mills will be entirely rebuilt during the next few years. Our warehousing facilities, owned by private enterprise, are also being modernized; our Port of Mombasa is now clearer than ever under the new phasing scheme; and the Coffee Board and Coffee Marketing Board harmonize with the mills and the government research team, all with a view to giving even better quality Kenya and Tanganyika coffee and service to our friends overseas.

## trends in solubles

(Continued from page 41)

buildings, stations, airports etc. Many factory managers have the mechanism altered so that coffee may be dispensed by pressing a button—no coin needed. It is argued that this is cheaper than maintaining lunch room service during rest periods—or "coffee breaks" as we now prefer to call them.

Decaffeinated coffees continue to be a steady item in the field—and no pun is intended. Soluble decaffeinated coffee is assuming an ever-increasing share of this specialty business.

A mixture of coffee and chicory continues to have adherents in the deep South. The number is declining, but this combination product still outsells regular coffees in several Southern cities.

Individual servings—in the form of small envelopes or compressed discs of soluble coffee—have a very small fringe business, but there is no indication of important growth potential.

Of late, a few brands of coffee bags—similar to tea bags—have appeared on the scene. One approach has been to combine finely ground regular coffee with soluble coffee, packaging the combination in cup-size bags.

# **J. M. ARANGO & CIA., LTDA.**

*Coffee Growers and Exporters*

**MEDELLIN, COLOMBIA**

*Represented by*

**WALTER K. LEDERHAUS & CO;  
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## India's coffee crops and markets

By P. G. HEGDE, *The High Commission of India  
Commerce Department  
London*

*This article, published through arrangements by Ivor Bull, chairman of the Indian Coffee Board, is from a comprehensive review in Coffee Trade News, London.*

For India's internal market as well as export, a definition of standards and grades was found most desirable. The marketing survey conducted by the Indian Coffee Cess Committee showed that such standardization of grades was not only possible but a considerable body of the trade was in favor of uniform standards. In the report certain grade specifications were recommended, but before they could be put into effect war was declared and the work was shelved.

In 1946 the Indian Coffee Board decided on the following grade specifications for raw plantation coffee:

(a) Plantation A—At least 85 per cent by weight to stand on a sieve with round holes of 6.65 mm. Not more than 1½ per cent by weight should pass through a sieve with round holes of 6.00 mm.

(b) Plantation B—At least 75 per cent by weight to stand on a sieve with round holes of 6.00 mm. Not more than 1½ per cent by weight should pass through a sieve with round holes of 5.50 mm.

(c) Plantation PB—Flats should not contain "PB" subject to a tolerance of 2 per cent by weight. PB should not contain Flats, subject to tolerance of 2 per cent by weight.

(d) Tolerance in garbling—2 per cent by weight Peaberry Triage in PB, 3 per cent Triage in A; 3 per cent Triage in B.

During the curing season of 1948 and 1949, the scheme was enforced only partly, for sizer sheets had not yet arrived. Since 1949 attempts have been made to standardize and the work will be complete by 1950 or 1951.

Both parchment and cherry coffee sent from estates require further processing before they are ready for marketing.

Processing is carried out by curing works situated where facilities are readily available. In Mangalore there are four curing works, in Tellicherry one, in Calicut two, in Coimbatore two, in Kannankurichi (in Salem District on the foot of the Shevaroy's) three, in Mettupalayam three, in Pattiveeranpatti two, in Fraserpet (Coorg) one, in Hunsur (Mysore State) one, in Mysore one, and in Chikmagalur one.

The coffee sent to the curing works from the estates is peeled and/or hulled and sized by machinery. The sized coffee is then garbled by manual labor and packed in jute bags for storage in godowns constructed inside or near the curing works.

Between 1941-42 and 1948-49, there was only one bumper crop, in 1945-46 (25,500 tons), but there were two suc-

cessively poor crops in 1946-47 and 1947-48 (15,350 tons and 15,800 tons). During this period the Arabica crop was exceptionally low in 1947-48, being only 6,970 tons, as against the bumper crop of 19,300 tons of Arabica coffee in 1945-46.

The lowest crop of Robusta during the period 1941-42 to 1948-49 was in 1946-47, being only 3,250 tons as against the highest crop of 8,830 tons Robusta in 1947-48. During the bumper crop year 1945-46, the Robusta crop was only 6,200 tons, as against 8,830 tons in 1947-48.

Next to the bumper crop in 1945-46, the highest crop was in 1948-49, being 22,300 tons of which Arabica alone was 18,830 tons.

The 1949-50 crop Total was 20,520 tons, with the 1950-51 crop slightly less, but allowing for exports of approximately 45,142 bags. Exportable surplus for 1951-52 is expected to total about 8,500 bags. Domestic consumption is, of course, accounting for a good deal of these reductions.

India is a protected market for Indian coffee. Under the Destructive Insects and Pests Act, the import of raw coffee into India from abroad is prohibited. Prewar consumption was only 8,000 to 9,000 tons. The consumption has since then doubled. The current home consumption can be estimated at approximately 17,000 tons.

While, therefore, the position of the internal market appears to be brighter than ever, the possibilities of exports are also extremely satisfactory. Before and after the war, Indian coffee has been in demand in foreign markets because of its good qualities and suitability for blends. Since devaluation and shortage in world supplies, the demand for Indian coffee is greater than the exportable surplus.

Propaganda in India is mainly carried on by the establishment of India Coffee Houses throughout the country, where not only good coffee is served to consumers but also the art of roasting, grinding and brewing coffee is explained to any interested consumer. At present there are 44 propaganda units extending from Kashmir in the north to Travancore in the extreme south. The Board in London, which functioned as the branch of the Indian Coffee Board, was wound up on January 1st, 1950, as it was felt that the purpose for which the London Board was originally set up had ceased to exist and the Board had very little work.

The work relating to export of Indian Coffee to the U.K. and the propaganda activities for coffee in the U.K. market have been taken over by the Commerce Department of the Office of the High Commissioner for India in London. An advisory committee of five members representing Indian trade interests has also been appointed to assist the Com-

(Continued on page 93)

# publicity with a purpose

By CHARLES G. LINDSAY, Manager  
Pan-American Coffee Bureau

Last year, just before the start of the gayety that marked the nation's celebration of the Christmas-New Year's holidays, Mayor John B. Hynes of Boston issued a proclamation in which he suggested that a good idea for getting home safely from parties was to make the final drink of the evening the "one for the road"—coffee.

While there is no way of measuring the safety results, since we do not know how many Bostonians heeded the advice, there is evidence that the operators of the city's night spots considered that the mayor's counsel made sense. For the first time in Boston's history, hotel and club advertisements of New Year festivities announced that coffee—for the trip home—was "on the house" and some establishments added that they were setting up "coffee bars" to fortify departing guests for safer trips home.

The proclamation of Mayor Hynes was not unique. It was a single facet of an advertising and publicity campaign of the Pan-American Coffee Bureau which found safety and public officials all over the land urging in some form our theme, "When it's 'one for the road,' be sure it's coffee!"

The simple soundness of the proposal caught the imaginations of many leading columnists. Mrs. Eleanor Roosevelt, U. S. Senator Margaret Chase Smith, Dr. Glen Shepherd of the University of Kansas Medical School and other syndicated columnists recommended to their readers the idea of serving coffee as the final drink at holiday parties. Dr. Shepherd commented, for instance, that the host or hostess who failed to take every precaution to protect their guests—including the serving of coffee—was an "accessory to highway homicide."

Naturally, because of the high public service character of the campaign, "one for the road" was welcomed and actively supported by a number of safety organizations including the American Association of Motor Vehicle Administrators, the Greater New York Safety Council, the National Safety Council and many local chapters of national groups.

This year the Bureau's plans call for a greatly expanded campaign. We will place our now-famous "one for the road" large space advertisement in 180 newspapers in

America's 154 leading cities and will support this with spot announcements of a safety character over 119 radio stations in 84 cities. Meanwhile we are enlisting the co-operation not only of agencies which have participated in the past but also trade groups such as the National Restaurant Association and American Hotel Association, whose members should have a special interest in its success during the 1952 Christmas-New Year's holidays and in the years to follow.

Primarily, the "one for the road" campaign is a public service and good public relations for the coffee trade as a whole. To some degree, it also accomplishes the Bureau's objective of increasing coffee consumption.

However, the amount of coffee consumed during the holidays as a specific result of this campaign is small by comparison with the market being opened up by the Bureau in the business and industrial worlds by means of another promotional project—the "coffee-break," subject of the most ambitious advertising and publicity program in the Bureau's history.

Late in 1951 the Bureau asked Fact Finders Associates to get from industry and business the answers to these questions, among others: What is the effect of the coffee-break on productivity, morale, safety and related subjects in which top management is vitally interested? Is there a trend toward authorized coffee-breaks?

We know that a segment of the nation's business and industry had adopted coffee-breaks—authorized rest periods on company time for coffee and rest—and felt that if case histories established their worth as a production tool we could logically go to non-participating companies with arguments that would help convince personnel managers and others concerned. And, in so doing, we could open a largely untapped market for coffee.

The results of the survey justified our expenditure and more than justified our hopes.

Of the 1,160 companies in 45 states which were questioned, more than three out of four said they had established the coffee-break during the past decade. Of this ten-year group, nearly four out of ten had inaugurated the coffee-break during the past five or six years. Hence was unmistakable evidence of a trend and, hence, of coffee sales possibilities.

As to whether the coffee-break, once established, was a good investment for management, the evaluation of company officials themselves was the very proof we needed. The management consensus was that while there was some slight time loss because of the coffee-break, the benefits from it

(Continued on page 87)



## a fourth dimension for the coffee roaster

By HAROLD S. BARNES, Director  
Bureau of Advertising  
American Newspaper Publishers Association

Local and regional coffee roasters can match any national advertiser, promotion for promotion. Working as they do in concentrated market areas, the local operators, by and large, can and do meet—and often beat—the national advertiser's challenge in these three promotional dimensions:

1. *High selling activity.*
2. *Wide scope in merchandising to retailers.*
3. *Deep penetration of the market through saturation advertising in newspapers.*

The national advertiser can sometimes put out special effort in many markets, to the point of heavily outpromoting all local competition—for a while. But outpromoting all local brands in all the national advertiser's markets all the time is something else again. The coffee business is local—much too strongly local—for that.

In another dimension, however—fact-finding—the national advertiser is, generally, well ahead of the local and regional brands. He and his advertising agency, chances are, conduct or underwrite their own extensive local, regional and national research and, in addition, have at their disposal costly national research services providing information on consumer preferences, advertising copy, audience ratings, retail sales figures and trends, etc.

Intelligently used, this information can often outweigh the advantages of market concentration enjoyed by the local and regional roaster. And unfortunately for the local man, these services are far too expensive for him in relation to their usefulness in any one market or area.

However, the local and regional roasters do have their own fourth dimension in the vast amount of research data available from daily newspapers, individually and collectively—through the newspapers themselves, their advertising representatives and the Bureau of Advertising.

The national advertiser is already familiar with this research and uses it regularly along with his own research and what he purchases from research services.

With the help of newspaper research conducted at the consumer level, the local roaster can gauge the performance of his brand and competitors' brands. He can evaluate the

results of his promotion accurately and thus capitalize—on an even more profitable basis—his geographic advantages over the national brands.

Three types of newspaper research much used today by advertisers seeking local-market brand information are the Consumer Analysis, the Newspaper Grocery Inventory and the Diary-Type Consumer Panel. In addition to these, there are numerous "miscellaneous" newspaper surveys in progress—miscellaneous only in the sense that their operating methods vary, but very much to the point in the product information they uncover at the consumer level.

Here briefly are descriptions of the various types of newspaper consumer research, the kinds of information they provide, where they are conducted, and how they can be used.

1. *The Consumer Analysis.* An annual survey employing written questionnaires or interviews with housewives and based on a sample of names or addresses chosen so as to represent as nearly as possible a true cross-section of all families in the area.

The Consumer Analysis measures expressed consumer preference for branded products in a local market as indicated by brands "usually used." Information from the consumer is correlated with a distribution check, so that the record will also indicate, for example, the percentage of the market's grocery stores that stock each brand of coffee or other product mentioned by one per cent or more of the respondents.

The following newspapers conduct annual Consumer Analyses in their markets:

Birmingham News and Post-Herald, Columbus Dispatch and Ohio State Journal, Duluth Herald and News-Tribune, Fresno Bee, Illinois Daily Newspaper Markets (includes 32-city data), Indianapolis Star and News, Milwaukee Journal, Modesto Bee, Omaha World-Herald, Portland (Me.) Press-Herald and Express, Sacramento Bee, St. Paul Dispatch and Pioneer Press, Salt Lake City Desert News, San Jose Mercury and News, Seattle Times, Spokane Spokesman-Review and Chronicle, Washington Star.

Each of these newspapers issues an annual publication detailing the results of its individual Consumer Analysis. In addition the group issues a consolidated report highlighting data on 15 of these markets. Three more newspapers have started Consumer Analyses and will issue their first reports

(Continued on page 123)



**FEDERACION CAFETALERA CENTRO-AMERICA - MEXICO - EL CARIBE**

## **F E D E C A M E**

with her nine high quality coffee producing  
member countries

**COSTA RICA**

**CUBA**

**DOMINICAN REPUBLIC**

**EL SALVADOR**

**GUATEMALA**

**HAITI**

**HONDURAS**

**MEXICO**

**NICARAGUA**

TAKE THIS OPPORTUNITY TO WISH MEMBERS  
OF THE NATIONAL COFFEE ASSOCIATION  
EVERY SUCCESS AT THE 1952 CONVENTION

Address your inquiries to:

**F E D E C A M E**

San Salvador

EL SALVADOR, C. A.

# coffee advertising in magazines

By WOOD GAUSS, Assistant Director  
Magazine Advertising Bureau, Inc.

How big is \$2,626,933?

How big is 45,000,000?

And what about the figure that comes out of the relationship between those two figures?

Divide 45,000,000 households into the \$2,626,933 which 23 advertisers spent to sell coffee in magazines last year. And you find that between five and six cents was the investment of coffee advertisers, in 1951, in national magazines, per American household.

Is that 5.8 cents a lot?

Here is a further fact that will influence judgement: 95 per cent of that money was spent by only eight of the 23 advertisers (American Home Products, Borden, General Foods, Atlantic & Pacific, Nestle's, Pan-American Coffee Bureau, Safeway, and Standard Brands); the other 15 advertisers together spent only about \$136,000.

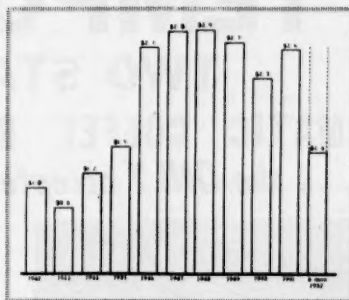
The eight biggest advertisers, all together, spent only five cents per household per year. The 15 smaller advertisers, all together, spent less than one cent per household per year.

Trying to put these figures into proper perspective, it is valuable to review some of the various ways in which magazine advertisers in the past have changed the nation's living habits by the powerful influence of their advertising in the exhilarating, habit-making pages of the national magazines. To do that, simply look back over personal experience, and remember the urge-to-change we received from those magazine pages. Remember how we were told . . .

To brush our teeth . . . to use paper tissues as handkerchiefs . . . to demand all sorts of new labor-saving household and business equipment . . . to wear collar-attached shirts . . . to buy beer in cans . . . to give babies cod liver oil and strained foods from cans and jars . . . to take vitamins . . . to buy tea in little bags . . . to buy coffee packaged, already ground, and then to try soluble coffee . . . to put color into our home . . . to use cosmetics rather than paint-n-powder . . . to shellac our fingernails . . . to bring the cigarette out of the poolroom into the livingroom . . . to look for the preshrunk label . . . to wear summer suits . . . to use prepared mixes for cakes, rolls, pies . . . to get unbaked biscuits in cans . . . to fly . . . to say it with flowers . . . to forsake silk for nylon hosiery . . . to pay extra for premium gasoline . . . to wear sports shirts . . . to buy laboratory-grown textiles . . . to open the sides of our houses with glass . . . to eat frozen foods . . . to broil and barbecue out under the sky . . . to change our lives in a thousand ways . . . to grow.

A Pan-American Coffee Bureau report says this about civilian coffee consumption during the winter of 1951: "74.5% of the population eight years old and over drank coffee." But that means a quarter of the population drank not even one cup.

"The long-term upward trend in coffee drinking has



A chart of coffee advertising in national magazines from 1942 to 1951 and the first eight months of 1952, in millions of dollars. The chart is by MAB from PIB records.

reached a plateau. During the winter of 1951, people were drinking 2.36 cups of coffee per person per day, as compared with 2.31 cups a year ago." But "this difference is so small as to necessitate interpreting it as no change."

A bit over half the cups of coffee consumed were at breakfast or during the morning hours.

When you put all these things together—the fact that coffee drinking is a great but by no means all-consuming American habit; the fact that, because of their very nature, magazines to a tremendous degree form the nation's living habits; and the fact that coffee advertising is extremely sparse at five or six cents a household despite its seeming bulk at \$2,626,933 a year—put those facts together and the picture of opportunity in magazines for coffee advertisers is very clear. And ideas come popping right to the surface.

Some of them could be good; some may be impractical. But all of them, and more, generate themselves as soon as thought is concentrated on the power of magazines to greater use of coffee as a flavor ingredient in home cooking? How about inviting coffee into the household as a real "friend of the family?" The thoroughly proved fact from magazine experience—from the experience of magazine editors and magazine advertisers—is that the magazine audience is always looking for the further idea to add pleasure and zest to its manner of living, if the proposition makes sense.

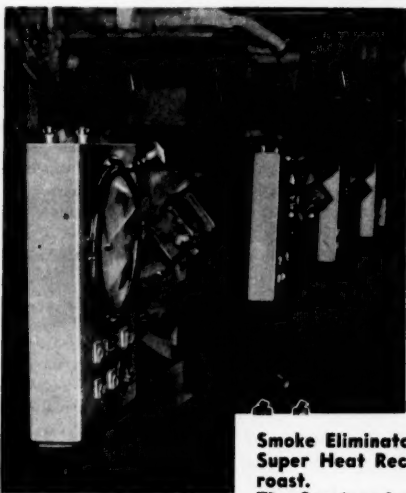
With that sound assurance, the coffee advertiser should be able to feel that there are vast unrealized opportunities for increased sales for him in the intimate advertising pages of the national magazines. Is it possible that the Swiss and French and tourist Americans are the only ones who would delight in café au lait (à la Café de la Paix) at odd hours of the day? Or that only while traveling would Americans enjoy the black, sweet cup that is Latin American? Or that "teas" could not become "coffees" with the thoughtful serving of hors d'oeuvres and pastries? And so on and so forth.

The advertising investment of close to three million

(Continued on page 84)



95% of the automatic roasting  
being done today is done with the **TV**  
**TEMPO-VANE**  
**TWO STAGE FIRE**  
**AUTOMATIC COFFEE ROASTING INSTRUMENT**  
*... the ONLY accepted instrument in the industry*



Tempo-Vane Automatic Coffee Roasting instrument is the only two-stage instrument made for coffee roasting. Approved by the Coffee Industry. Here is a partial list of satisfied users:

Wellman-Peck Co., San Francisco  
John Hansen & Sons, Oakland  
J. A. Folger Co., San Francisco,  
Kansas City, Houston  
National Tea Co., Chicago  
McLaughlin Manor House Coffee,  
Chicago  
Thos. Webb Co., Chicago  
Allison Coffee Co., Los Angeles  
Breakfast Club Coffee, Los Angeles  
Hill's Bros.-Stephens, Miami  
Duncan Coffee Co., Houston  
Paxton-Gallagher, Omaha  
Stewart-Ashby Co., Chicago  
Nash's Coffee, St. Paul  
Community Coffee Mills, Baton Rouge  
Grand Union Coffee Co., Carlstadt, N. J.

Brownell & Field, Providence and  
Boston  
Ben-Hur Products, Los Angeles and  
Portland, Ore.  
W. S. Woods Coffee Co., Roanoke  
John Wilkins Coffee Co., Wash., D. C.  
Certified Brands, Kansas City, Mo.  
Huggins-Young, Los Angeles  
Alexander-Bylart Co., San Francisco  
Luscombe Coffee Co., Oakland  
I O A Foods, Cedar Rapids  
Lingle Coffee Co., Los Angeles  
Atwood Coffee Co., Minneapolis  
Table Products Co., Wash., D. C.  
W. S. Scull Co., Camden, N. J.  
Arabian Coffee, Boston  
LaTouraine Coffee Co., Boston

This T.V. instrument is installed on any make of batch roaster such as Thermo, Jubilee, Frazer, Huntley, Monitor and the new Smokeless Thermo Roaster.

Geo. Hathaway, Chicago  
Jewel Tea Co., Barrington, Ill.  
Montgomery Coffee, Philadelphia  
Continental Coffee Co., Chicago  
Campbell & Woods, Pittsburgh  
Woolson Spice, Toledo Ohio  
Edmunds Coffee Co., Boston  
Levering Coffee Co., Baltimore  
Continental Coffee, Toledo, O.  
JFG Coffee Co., Knoxville, Tenn.  
Hass-Baruch Co., Los Angeles  
Eibert Coffee Co., St. Paul  
Dule Bros., Fresno, Calif.  
Blue Ribbon Coffee, San Francisco  
Andersen-Ryan, Duluth, Minn.  
Standard Brands, Hoboken, N. J.  
American Stores, Philadelphia

It's a fact—most of America's leading coffee companies have eliminated under-roasted or over-roasted batches, by using this scientific instrument on their batch coffee roasters. The picture shows five TEMPO-VANE Automatic Coffee Roasting Instruments on Thermo Roasters in the plant of nationally-famous Folger Coffee Company. Users have found the TEMPO-VANE soon pays for itself. It's the only one that really does the job.

- Assures identical roasts regardless of weather or humidity
- No sampling by eye for color
- Cuts costs by simple and positive operation
- Maintains coffee quality and shrinkage control at all times
- Keeps production at peak levels
- Adds to safety of equipment from fire and gas explosions

**NOW AVAILABLE**

**Smoke Eliminators with Heat Recirculation for Coffee Roasters.**  
**Super Heat Recirculators for your Jubilee Roasters, for a perfect roast.**

**The finest and most economical—Package units.**

**TEMPO-VANE MANUFACTURING CO.**

1023 Market Street, Oakland 20, California

TWinoaks 3-5967

Member National Coffee Association

# why radio sells coffee

By **ROBERT E. HARRIS**, *Director of Publicity  
Broadcasting Advertising Bureau, Inc.*

A hobo rushed up to us on the street the other day and said, "Quick, can I have a dime for a cup of coffee?" "What's your hurry?" we asked. "I'm double parked," he said.

That's an old joke, but it points up the moral: Rich or poor, everybody drinks coffee.

This seems to us to be one of the key points to remember when considering any type of advertising. We would say there are at least three factors which vitally affect the choice of media and the manner in which they should be used by coffee manufacturers.

First, your prospects are everywhere. They are in big cities, small towns and on the farms. Research people tell us that some 98 per cent of all homes serve coffee in one form or another; 93.4 per cent of all U.S. homes use packaged coffee. Next to the drinking of water, the drinking of coffee has become the most widespread of all American beverage habits.

The question to consider, then, is what medium will reach most everyone, everywhere? A hint: It's initials are R-A-D-I-O. Of all the homes in this country, 98 per cent are radio homes. There are more radio sets than there are beds, telephones or bathtubs. There are more U. S. homes that are radio homes than there are homes using packaged coffee. Radio sets are everywhere, in various rooms of the house, in the automobile, in public places.

Here are the facts to back up these statements: 61 per cent of all homes have two or more radio sets and almost as many homes have three or more sets as have one set; 92.4 per cent of all postwar automobiles are radio equipped. There are some 27,500,000 radio-equipped cars now on the road. Americans own about 5,400,000 portables which they can take with them wherever they go.

The second important factor to consider in relation to coffee advertising concerns the public's reasons for buying particular brands. According to the Psychological Corp., the most important factor influencing people to adopt a certain brand of coffee is "its quality or the advertising means by which the quality story is told." The evidence of this can be seen in the growth of Savarin, Martinson's, Hills Bros., and other brands which have managed to create the impression that they are somehow unique in quality.

Radio is best suited to convey this quality angle. There's a whale of a difference between the impression made by a group of words set down in cold print and the same words uttered by the human voice with warmth and sincerity. Nothing can match the impact of an advertising message spoken by the star of your own program or by another personality for whom listeners have respect.

The final point to consider is that coffee merchandising is a highly competitive business. There are some 65

brands of coffee on the Eastern market alone. Beside competing with these brands, regular-grind coffees vie for the consumer's dollar with instant and frozen coffees and with tea and other beverages. To make Mrs. Housewife think of your brand when she enters the food market, you have to advertise. But more than that, you've got to get a complete advertising message across often and continually.

Radio is the most economical medium for saturating a market on a sustained basis. In most cases an advertiser will be able to purchase several programs plus a spot announcement campaign for what one large ad in the local newspaper would cost. The radio signal penetrates areas outside of the city proper, reaching potential customers that the newspaper can't cover at all.

In radio an advertiser can say more in less time; can use longer copy than in printed media. Also, every word said over the radio, every line that's spoken is a "headline" because it's the only word you hear, the only line you hear at the time you are listening to it. The sales pitch is not competing with a picture of movie star Marilyn Monroe or even other ads. It's not competing with anything.

To use radio more effectively make sure of three things: 1). Have an objective—know just what you expect your advertising messages to accomplish. 2). Aim your message to a specific target—if you know what you want to say, make sure you buy a program or spot campaign that will reach the people to whom you want to say it. With radio you can talk to the housewife at the time and at the point of use of your product—if that's what you want. 3). Use good radio copy—state your main sales idea, prove your main sales idea and encourage buying action. Make your copy believable and always have it written in terms of listeners interest.

Radio can boost sales of any product. How it can do this best depends upon the particular set of merchandising problems the advertiser is faced with and the market to be covered. Local radio stations in the particular market area can help him get down to specifics. BAB member stations are equipped to supply advertisers with all the facts they desire about the medium and on how competition is using it. They will be happy to help you plan a radio campaign that will sell.

## coffee progress in Honduras

(Continued from page 56)

tins to the planters to keep them abreast of prices in the United States.

The Honduras coffee industry has grown considerably during the last decade, and with this growth has come better preparation methods and acceptability on the American market.

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## GREETINGS

*to the 1952 Convention  
National Coffee Association*

### **C. A. MACKEY & CO., INC.**

NEW YORK, N. Y.

NEW ORLEANS, LA.

Port Au Prince, Haiti

Ciudad Trujillo, Dominican Republic

*Representing*

**ANDERSON, CLAYTON & CIA.  
LTDA.**

SANTOS • PARANA • VICTORIA • RIO

## tinplate for coffee cans is back

By T. CARROLL WILSON, Chairman  
Packaging and Containers Committee  
National Coffee Association

For coffee roasters who package their product in metal cans, 1952 has not been a year of undue hardship containerwise. With the exception of a few roasters who may have suffered early in the year via the quota route, on account of unfortunately low base-period history, everyone seems to have been able to acquire sufficient cans made of blackplate to take care of their requirements.

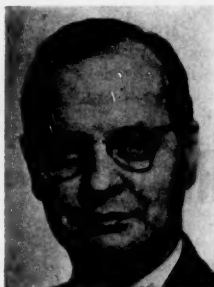
There were, of course, a few flutterings of uncertainty when the steel strike continued for a much longer period than was at first anticipated and, had events turned out differently, it might well have happened that in the fourth quarter of this year the can manufacturers could have found themselves confronted with plate shortages just as they did in the middle of 1951. Fortunately for the coffee industry, this danger did not materialize. In fact, quite the contrary.

Instead of going into the heaviest coffee season wondering whether there would be cans enough to go around, the National Production Authority issued a revision of Order M-25 on October 2nd, 1952, which again permits the use of electrolytic tinplate for soldered or welded parts of coffee cans (0.25 plate for 5-pound and smaller cans; 0.50 plate for 10-pound and larger containers).

The quota is 100 per cent of the various optional 1949-1950 base periods, which ought to prove very satisfactory for most everyone, since usage under the quota is based on the amount of tinplate used in the base period.

Parts of coffee cans that still have to be made of blackplate or some form of uncontrolled tinplate will not figure in the quota, so theoretically, at least, the allowable quantities of tinplate cans for coffee should be something in excess of 100 per cent of the base period.

The technical success of the can manufacturers in being able to turn out satisfactory coffee cans with blackplate in various sizes during the past two years has proven to be an accomplishment for which the producers of vacuum-packed coffee should be grateful, as it has obviated the need for meeting the diverse problems of packaging conversion which our industry was obliged to undertake during World War II.



Nevertheless, there is no question about the desirability of tinplate cans as compared with blackplate cans at the present stage of perfection, and no doubt every coffee roaster who packs in metal is glad to realize that once again he will be able to see his product "rise and shine in the check-out line."

### coffee's goodwill insurance

(Continued from page 23)

grown in scope and value, we know that everybody in the coffee industry—whether consciously aware of it or not—has profited from the public relations work. I am convinced that every one of our members who has kept abreast of developments over the past 12 months knows that 1952 has been a banner year in the coffee industry's relations with the public.

A sound public relations program is the cheapest insurance we can possibly buy. A sound public relations program is, too, the most economical approach to greater sales. With the continued support and friendly cooperation of all members of the industry, our public relations program will continue to grow in strength and in results. And as it prospers and grows, the strength of the industry itself will grow. An industry that is as important as the coffee industry to world trade and world peace must assume its rightful place in the press of the nation.

I speak for every member of the Publications Committee when I say we are proud to be a party to this endeavor. We are proud, too, of the service we have been able to render to the coffee industry of the United States.

### smokeless coffee roasting

(Continued from page 51)

The separation of the smoke elimination function from the roasting operation, of course, makes it possible to install a single eliminator of appropriate size for a one, two, three or four-roaster plant. Moreover, a smaller unit has been developed for eliminating the smoke originating from a chaff incinerator, and applications of the same method of smoke incineration are being made in other industries.

That's the story to date. Sixty-two years after Mr. Akers was hauled into court, the first smokeless coffee roasting installation was made in New York City. The last two years have seen many more put in across the country. At least we can say that the coffee industry has at its disposal a sure solution for its smoke elimination problems.



# BIG FOOD CHAINS AND TOP ROASTERS ARE DOING IT!

*So why don't you, too?*

## GIVE YOURSELF A PROFIT BREAK!

A real coffee profit's in the bag for you, too, when you start packaging your brand in Steepolator Coffee Bags. Here's how to prove this to yourself.

1. Figure the cost of 7 ounces of your blend of roasted whole beans.  
(This is the amount of coffee packed in a standard 20-bag Steepolator vacuum-sealed jar.)
2. Add to this a 10 $\frac{3}{4}$ ¢ packaging charge (\$1.29 per 12-jar case) which includes the cost of the jar, cap and label.
3. Subtract the total of the above jar costs from a suggested retail price of 60¢ to 69¢ per jar. The difference is the gross profit on 7 ounces of coffee to be spread between you, your jobbers and retailers.
4. Compare this spread on 7 ounces of coffee with the present profit on your one-pound tin.



The result will show you why Steepolator Coffee Bags are now on sale from coast to coast under the brand names of some of the big chains and best known roasters in the coffee industry.

### **HERE'S THE WAY TO PROVE STEEPOPOLATOR SALES:**

After you've tested a sample case of Steepolator Coffee Bags containing your own blend, make a small 50-case market test in your own area. Send us 264 pounds of coffee in roasted whole bean form and 600 labels printed to Steepolator specifications. (You'll receive a credit against the packaging charge of \$.036 per case for the labels.) Spot distribute the 50 cases and watch them sell!

This market test offer is made to let recognized roasters see for themselves at little or no risk that the public wants Steepolator Coffee Bags. (Minimum orders thereafter are 1,000 cases).

Steepolator Coffee Bags are packed with your coffee under your brand.

*Write for information about the availability of patented Steepolator machinery for your own plant.*

**MODERN COFFEES Inc.**  
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS



# trends in cans for coffee

By G. U. BAYLIES, Manager  
Miscellaneous Foods Division  
General Sales Department  
American Can Co.

The coffee industry really began "percolating" about 25 years ago with the perfection of the vacuum container by American Can Co. Since 1924, when the collar-type key-opening can with the reclosable lid was introduced by Canco, coffee sales have increased twelve-fold with more than 800,000,000 pounds of freshly roasted vacuum-packed coffee going to U. S. consumers last year.

The actual beginning of vacuum-packing in metal cans, however, took place in the late 1890's when a San Francisco coffee firm reasoned that stale coffee was the biggest drawback to greater consumption of the product. In fact, many people did not know what really fresh coffee tasted like. Coffee was sold from the burlap bag in which it was originally shipped. The coffee beans, which readily absorb other odors, were openly displayed along with other strong-smelling produce and groceries. Sometimes the coffee remained in this unprotected condition for months until the last pound had been sold.

The problem of developing a can that would protect the freshness and flavor of coffee was turned over to the Norton Brothers, a can manufacturing firm in Maywood, Ill., which later became a part of American Can Co.

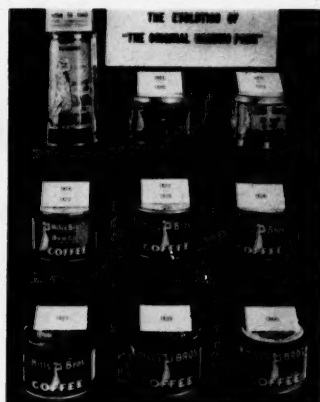
It is to the credit of this company that in those early days, before research became an inseparable part of the can-making industry, a suitable container was produced. Handicapped by the chemical complexities of roasted coffee and the lack of technical data to guide them, the Nortons nevertheless produced the first tin can for vacuum packing coffee in 1900.

This first container was a tall, slightly tapered, two-pound can made of very light tinplate. Its top could be cut off with a can-opener or knife. Each can came with a slip-cover which the housewife placed over the top to keep the coffee covered. These first containers were manufactured mainly by handwork, requiring considerable time and were relatively expensive. Aware that to make the merchandising of its product both practical and profitable a means would have to be found to mass-produce these cans, the coffee industry continued its search for a less expensive can.

In 1901 the American Can Co. was formed by bringing together many small individual firms to provide, for the first time, the facilities and resources necessary to meet the expanding needs of canners and packers.

Perfection of the early-type vacuum can posed one of the most complicated problems of manufacture that the company encountered in its early corporate history. The greatest difficulty was the tendency of the can to buckle when a high vacuum was drawn. In addition, the can had to be built so as not to bulge from the pressure of gases given off by the coffee after it is packed.

By 1903 the tall, tapered, two-pound can was replaced with a straight-sided cylinder type somewhat resembling today's container, but without the advantageous features



Trends in vacuum packing of coffee. Dating back to the original can developed by Norton Brothers in the 1900's, the coffee container's evolution is traced pictorially through the years. It was in the early 1920's that a major step forward was taken in packing coffee when American Can perfected the collar-type key-opening vacuum can with the reclosable lid.

of the key-opening collar arrangement or the reclosable top. However, this stoutly constructed cylindrical can of almost equal height and width could stand up under both vacuum packing and subsequent shipment.

After years of experimenting, during which increasingly better cans were developed, Canco researchers and engineers produced in 1924 the first key-opening, collar-type vacuum can with the reclosable lid. This can virtually revolutionized the packaging, transportation, merchandising and sale of coffee in the United States. In ten years all of the largest packers west of the Rockies had adopted the vacuum can and in ensuing years other packers in the Midwest and East followed suit.

The coffee trade and can manufacturing industry deserve much credit for the fine job of educating the public to accept the vacuum can. Coffee offered in the can was a radical departure from the way it was bought in the early days. Customers often came into the store with their own pet formulas for blending coffee. Vacuum-pack coffee was already blended and the consumer had to be educated to these blends. The elimination of grinding at the point of purchase, as well as other habits and prejudices, also presented a problem. An early argument against the can was the belief that drawing out air to create a vacuum also took away some of the coffee's flavor.

This was disproved when Canco sponsored a comprehensive research on the many puzzling coffee problems in 1927. The tests were conducted at Columbia University Teachers College, where freshly roasted coffee in 15 different types of containers was used. Under the critical supervision of the university scientists the vacuum-packed can made a superior showing in its ability to retain the freshness and flavor of the coffee.

In addition to refining and perfecting the metal vacuum

(Continued on page 79)

# Byrne, Delay & Co.

## Coffee

NEW YORK

Cable Address:  
"VICAFF"

MEMBER OF  
**NCA**

104 Front Street

**Agents for Reliable Shippers in Producing Countries**

Specializing in  
**BRAZILS**  
**COLOMBIANS**  
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Agents for:  
**MORGAN SOUTTER & CIA., LTDA.**  
**SANTOS**



# developments in paper bags for packaging coffee

By S. S. YATES, Chairman of the Board, Arkell and Smiths

Coffee bags offer today's roaster the most economical and convenient method of placing his product in the hands of the consumer. Strong, lightweight and attractively printed in one to five colors, the standard duplex coffee bag presents instantaneous product recognition to the consumer regardless of brand.

To appreciate the modern trends in coffee bags as they effect roasters and packers, in particular, and all coffee men in general, it is helpful to examine not only the changes which are taking place but also the factors which have brought them about—improved merchandising and machinery.

Designs, sizes, closing techniques and papers have all been influenced by one or both of these factors. The first named has modernized coffee bag designs and sales appeal, while machinery has made possible high speed packing for the roaster and ground-to-order freshness for the consumer.

To go back about 47 years, roasted coffee was sold entirely in bulk from the retail stores. It was stored in bins, ground to the customer's order and then packed in the handiest size type of bag. Some of the more progressive grocers and coffee roasters even then realized the value of "private brands" and had unlined kraft bags printed with their brand and firm names.

The first improvement in the coffee bag was after the retailer discovered that within a few hours the oil in the roasted coffee stained a thin sheet of kraft paper. To overcome this, duplex or double-walled bags were made especially for coffee by the leading bag manufacturers. Penetration was delayed by the use of white and natural glassine lining which, after several changes in "finish", was improved about 1928 to the present amber glassine.

Amber glassine is made from a kraft base to give it strength and highly calendered for oil resistance and it is as satisfactory a lining for coffee bags as has been developed at a reasonable price.

However, there was still one thing lacking in the one pound coffee package. It was impossible to secure good printing results on the outside brown kraft sheet. The gradual development of a strong, bleached kraft with a high finish opened the field for multi-color high gloss printing.

It might be well to mention here that two-pound and three-pound size coffee bags have in general undergone little change in size and design in the last few years because of their limited market. One-half pound bags for retail sale have now entered the picture and enable the small family to have fresher coffee on hand and the day-to-day shopper to spend less per purchase. The one pound coffee bag, therefore, is by far the popular choice.

Up-to-date merchandising has placed brand identity in a position of prime importance. Locally advertised private label coffee bags or nationally advertised brands must have one common trait. They must be capable of selling themselves. This means a modern, attractive design which should include ease of identification. Where it was once adequate for a brand name to appear on the front, modern coffee bags flash their identity from five sides. Self-service merchandising in chain and independent supermarkets dictate mass shelf and floor displays, and if the brand name is not visible from the bottom and side panels, the bag is not doing its full share of the selling job.

Since coffee freshness is of prime importance, an ever-increasing percentage of coffee is ground to order at the point of sale. One pound coffee bags have met this challenge by an increase in length to accommodate the bulkier bean coffee. The application of steel "tin ties" enables the retailer to satisfactorily reclose the package after the coffee is ground.

Of all closures, the "tin tie" method is by far the most popular. It is also helpful to the consumer because the package can be reclosed each time part of the contents is removed and it will still maintain a reasonably tight closure. Tin ties were once applied almost exclusively by the coffee bag manufacturers, but an increasing number of packers economically apply their own "tin-ties" with fully automatic equipment after the bags have been filled. Other methods of closing include the thermoplastic heat-sealing and the paste closures, both very satisfactory for pre-ground coffee.

Although the standard 28-30 pound amber glassine has proven a highly satisfactory liner for coffee bags, other liners are available. A 47 pound laminated glassine, normally two sheets of 2 pound amber glassine bonded together with a layer of patented, rubberized compound, will extend coffee shelf life by several weeks, but its higher cost has prevented this special lining from becoming standard in the coffee bag industry.

Triplex coffee bags, with a layer of 30 pound natural kraft sandwiched between the outer kraft and the inner glassine, have supplanted laminated glassine in coffee bags for the Spanish trade. The extra layer of natural kraft absorbs excess oil penetration of the high roast Spanish coffees and helps prevent staining, at a lower cost than with laminated glassine.

The most noteworthy new development in coffee bag liners is Pliofilm, a transparent rubber hydrochloride film. Thanks to new bagmaking equipment, Pliofilm has made possible an airtight closure for ground and soluble coffees

(Continued on page 106)

# **H. L. C. BENDIKS, INC.**

**NEW YORK**  
96 Front St.

**NEW ORLEANS**  
225 Magazine St.

**IMPORTERS—JOBBER**

**COFFEE—TEA**

**N. V. KOFFIE HANDELMY MATAGALPA**

**P.O. BOX 631**

**AMSTERDAM C, HOLLAND**



**HAITI  
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***is preferred--because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

**DEPARTMENT OF AGRICULTURE**

**PORT AU PRINCE, HAITI**

## your own brand — in coffee soda

By **WILBERT A. HEYMAN**, President, Heyman Process Corp.

Coffee roasters can now distribute their own brands of carbonated coffee beverage along with their regular roasted coffee.

Carbonated coffee has been the ambition of the soft drink bottling companies ever since the beginning of the industry. It has been too difficult to make the drink keep without spoiling. Coffee is the extract of a bean, and like any other pure vegetable substance it spoils rapidly after it is extracted with water. But this is the day of miracles in the affairs of the American chemist.

A new carbonated beverage process has been launched on the American market which makes it possible to convert roasted coffee into an extract from which a sparkling coffee soda is being made. This soda is being sold under the trade name, "SCOFFEE. This means 'It's COFFEE.'" The process of manufacture, invented by the writer, has been protected by U. S. Patent 2,154,447.

Sparkling coffee has been introduced widely in New England, New York and New Jersey. Its acceptance has been quick, and the repeat business shows that the drink is now one of the staples of the bottling industry. Its sales will spread quickly throughout the entire United States.

This will mean a new market for roasted coffee with tremendous potentialities. There are thousands of soft drink bottling plants. Several in each community can be interested in the purchase of roasted coffee or the extract from which the drink can be made. The bottling industry of the United States represents an investment of many millions of dollars, and their delivery facilities represent still more millions. They are therefore ideally suited for the flavor of coffee as a hot drink. But relative difficulty in the preparation of iced coffee has been a deterrent in the wider use of this delicious flavor as an iced drink. On a hot summer day it means first brewing coffee and then making the iced beverage. But it's easy to open a bottle of ice-cold sparkling coffee and enjoy its wonderful flavor and quick "pick-up."

The Heyman Process Corp. has a service for coffee roasters of converting roasted coffee into an extract suitable for a soft drink bottler and arranging with a local bottler to manufacture the finished drink for the coffee roaster in his community. The drink then can be packaged under the trade name of the roaster. He can therefore enjoy the double advantage of two-way publicity for his brand.

The Heyman Process Corp. will further provide proper labels and bottles, at the expense of the roaster, so that everything necessary is performed—except the selling of the finished product.

There is no reason, therefore, why every coffee roaster should not distribute his own brand of sparkling bottled coffee beverage along with his roasted coffee. Like in-

stant coffee, the carbonated product affords a convenience at which the public is eager to take advantage. But unlike instant coffee, this carbonated product tastes like coffee.

The tremendous popularity of such drinks as coca cola, ginger ale and orange drinks indicates the potentialities of a sparkling coffee drink. The flavor of coffee is far more appealing, far more delicious and far more natural than most of the other drinks now being sold to the public. Profit possibilities and merchandising possibilities are unlimited. No investment of equipment whatever is required.

Every roaster can profit by this new invention, merely by using the facilities already placed at his disposal.

## carbonated coffee soda can happen here

By **STANLEY BROWN**,  
Sales Manager  
Coffee Time Products of America, Inc.

It was about five years ago that a partner in one of the world's largest advertising agencies said, "Gentlemen, if some beverage house comes up with a really fine tasting coffee carbonated beverage that has shelf life, he will revolutionize the beverage industry!"

It was this very same advertising man who said, after tasting Coffee Time, "Yes, this is the drink that can do it."

Well, of course that is only one man's opinion. However the deluge of mail from all over the country and from bottlers virtually all over the world attest to the popularity this very fine coffee carbonated beverage has achieved.

In the very short while it has been on the market, the company boasts coverage throughout New England, New York and New Jersey, and is now opening up in Pennsylvania, Baltimore, and Washington, D. C. Coffee Time Products exports its extract to bottlers in Puerto Rico, Venezuela, etc.

The real bouquet of fine coffee is readily discernable on once tasting the beverage, which is quite a versatile drink. The manufacturers say on their label, "Wonderful as is, (properly chilled), delightful with milk or cream, and superb with ice cream" . . . for an ice cream soda. It's versatile also in the mixed drink field and mixes wonderfully

(Continued on page 93)



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**DE HOPE GOLDSCHMIDT**  
**CORPORATION**

91 WALL STREET, NEW YORK 5, N. Y.

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Members: N. Y. Coffee and Sugar Exchange;  
Green Coffee Ass'n. of N. Y. City, Inc.; National  
Coffee Ass'n of U.S.A.; Tea Association of U.S.A.

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**The Beech-Nut Packing Company**  
extends cordial greetings  
to those in attendance at the  
**NATIONAL COFFEE ASSOCIATION  
CONVENTION**



# coffee brewing in the cup is here to stay

By STANLEY H. BEAMAN, President Modern Coffees, Inc.

Over three years ago, Steepolator Coffee Bags were introduced in New England and acquired a foothold in the traditionally conservative coffee industry with such accounts as Araban, S. S. Pierce, Milliken-Tomlinson, Webster Thomas and several others. After a year's successful marketing experience under these brand names, Modern Coffee offered their product to roasters outside of New England.

Among the companies prominent in the industry which adopted them at that time were Arnold & Aborn, Campbell & Woods, Hafner's Woolson Spice, Dannemiller and other roasters east of the Mississippi from such widely scattered states as Wisconsin, Mississippi, Ohio, West Virginia, South Carolina and Massachusetts. Some of the established brands under which Steepolator Coffee Bags were packaged for these roasters included Aborn, Breakfast Cheer, Hafner's Finest, I.G.A., Clover Farm, Red & White, Deerwood, etc.

In addition to regular roasters' brands, Steepolator Coffee Bags were also packed under more than 100 private labels by such companies as Dannemiller, of New York, and Delano Potter, of Boston. Their distribution then spread throughout the East.

This distribution had to be quite thin because Steepolator facilities were overwhelmed with orders, and all accounts had to be rationed. New Steepolator customers could not be accepted by Modern Coffees for many months while it dropped its sales efforts and concentrated on increasing production facilities to meet the proven demand for a quality coffee bag.

When additional patented machinery had been manufactured at the Steepolator factory and an automatic packer invented for putting the bags into jars, Modern Coffee was in a position to take on new business. Its new accounts included such outstanding coffee brands as Mother Parker's of Canada, and Wilkins, Boscul and Edwards (Safeway Stores) in the United States.



Mother Parker's, with headquarters in Toronto, distributes its Steepolator Coffee Bags throughout Canada and sells many carloads of this product. In addition to its thousands of independent retail outlets, it also markets these coffee bags through such big Canadian chains as A&P, Loblaw's and Dominion Stores.

A&P, Loblaw's, First National and other large chains sell Steepolator Coffee Bags in several sections of the United States under various roasters' brand names.

At this writing, the most recent well-known chain to come out with its own brand of Steepolator Coffee Bags is Gristede's, with 140 stores in metropolitan New York. This top quality grocery chain markets the 20-bag Steepolator jar containing seven ounces of coffee at 69¢. It reordered Steepolator from the Boston factory three times within the first week of sale and before it advertised the product via radio spots and newspapers. The executives of the chain are particularly aware of the very large margin of profit on coffee packaged the Steepolator way, in comparison with the small profit on regular pound packs or solubles. They are also aware of the consumer demand for a convenient method of brewing coffee in the cup that will result in rich, full-bodied coffee with true pot-brewed flavor and aroma.

The steady growth of consumer and roaster acceptance of Steepolator Coffee Bags has proven that this product, like tea bags, is here to stay. The millions of these bags now being shipped throughout the United States and Canada mean that more and more brands will rapidly be forced to recognize this competition and add this method of packaging to their present operations.

Competition will eventually reduce the present large profit that the roaster, jobber, and retailer now make on this product. However, Modern Coffees will make every effort to see that Steepolator Coffee Bags are not footballed pricewise, like solubles and conventional coffee packs. To further protect the interest of the coffee roaster, Modern Coffees does not manufacture or permit the use of its machinery for manufacturing more than 45 Steepolator Coffee Bags to a pound.

To take care of the rapidly growing demand for coffee bags throughout the United States, and to eliminate

(Continued on page 92)

# **A. C. ISRAEL COMMODITY CO., INC.**

*Importers of*  
*Coffee, Cocoa and Spices*

95 Front Street

New York 5, N. Y.

*Est. 1856*

## **H. HENTZ & CO.**

New York Cotton Exchange Building  
Hanover Square, N. Y. 4, N. Y.

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**COMMODITIES**

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New York Cocoa Exchange, Inc.  
New York Stock Exchange  
New York Cotton Exchange  
New York Curb Exchange  
Chicago Board of Trade  
and other leading Stock and Commodity Exchanges

### **BRANCHES**

Chicago      Detroit      Pittsburgh      Geneva, Switzerland  
Miami Beach      Hollywood, Florida

## the coffee trade in Europe is on the right road at last

By JACQUES LOUIS-DELAMARE, Le Havre, France

The coffee trade in Europe is now on the right road, after having for five years encountered two main difficulties: rationing and misuse of exceptional conditions in the money markets.

Coffee coupons will soon be consigned to the museum of bygone sequels of the last war. The rationing experience, imposed by unavoidable difficulties, was seldom a success.

In some countries it opened the door to the moral and material abuses of the black market. In other, it encouraged the use of coffee substitutes. The best result is that in most countries it increased coffee consumption. The buyer, enjoying a new freedom, always appraises more something he had to buy either against a rare coupon . . . or at the black market.

The "money market" and its very numerous "combines" is also a sequel of the postwar difficulties. Some of these businesses, although complicated, are perfectly sound, but just as the flowers attract the bees, the juicy money market attracted "experts" knowing rules and regulations of exchange and commercial market just as the Polynesians know the reefs of their atolls . . . to pass through.

Of course, there is always a "money" question in all business, but when money is everything, and the merchandise-coffee for instance—only the accessory part, then coffee merchants are condemned to sit idle, partly because they are straight business men.

As far as the quality of coffee imported into Europe is concerned, 2,810,000 bags of Robusta (34 per cent) were imported in 1951 on a total of 8,337,000 bags. Before the war, in 1936, Europe imported 945,000 bags of Robusta on a total of 10,950,000 bags—i.e., less than 10 per cent. France alone took almost 1,500,000 of what is called in this country "round beans" in opposition to "flat beans" for Arabica.

Portugal and Spain have taken respectively 160,000 and 94,000 bags of their own production of Robustas.

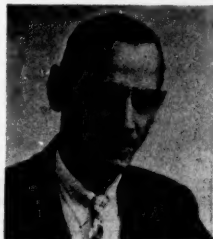
According to connoisseurs, the best cups of coffee one can find in Europe are in Italy, Switzerland and Germany. We prefer not to say where we can find the worst . . . but

there is no accounting for tastes.

If we consider quantities imported into Europe, the comparison of the two figures—1946, 5,570,000 bags and 8,336,000 bags in 1951—marks the progress of the coffee trade during six years, and we hope and believe in further progress.

But we still consider our American friends, coffee merchants and roasters, as fortunate people. Coffee business is for them coffee business only, while on this side of the Atlantic, coffee business is coffee business plus a heap of intricate factors, from the maze of administration to complete ignorance of the origin of the next imports authorized.

And we wish to the coffee trade of U.S.A., on the occasion of the N.C.A. convention, enjoyment for years of the pleasure and the prosperity of good business.



### trends in cans for coffee

(Continued from page 71)

can, the American Can Co. also created the special machinery for the vacuum-packing technique. Today in modern coffee roasting plants coffee is packed in clean, convenient cans which are carried on moving belts to the vacuum closing machine, which draws out the air and seals on the cover at high speeds. The modern machine produces 29-inches or more of vacuum, thus eliminating 29/30th or more of the air in the can. As air is only 1/5 oxygen—the number one enemy of coffee—scarcely any of this element is left in the can.

After the coffee is packed certain gases that are lodged in the cells of the coffee escape. This fills the vacuum so that the coffee is surrounded by its own gas. Coffee packed in this way is unaffected by odors or climatic conditions outside the can.

As the volume of coffee vacuum-packed in cans climbed steadily upward during the last 25 years, so did the national sales of all coffee multiply. Coffee sales last year nearly doubled those of pre-World War II years, and Canco's vacuum container sales volume was about 44 per cent ahead of 1940. The civilian population of the United States consumed an average of 16.7 pounds per person during 1951 and this country imported three times more coffee last year than the rest of the world put together.

MEMBER OF



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**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

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## again the world's second largest market

By A. J. ARIOUX, President, Federation Nationale de Commerce des Cafe Verts, Le Havre, France

French coffee imports were deprived of their traditional activity by the war, after the creation of a state-controlled National Purchasing Group which held a monopoly over the importing and distribution of coffee. Commerce thus limited had to wait until 1950 in order to resume a part of its activity.

France, which before the war was the world's second leading consumer of coffee, after the United States, has today regained that position — but the difference between the total annual consumptions of our respective countries has increased considerably.

While consumption has equalled and often even surpassed prewar figures in many countries, French coffee consumption remains distinctly below that registered before the war.

Since the population of our country has increased, the decline in per capita consumption becomes a matter of even more significance. This situation is evidently due to the fact that for several years the French consumer has had, in the guise of coffee, a hodge-podge of substitutes containing a tiny number of actual beans in each package. Under these conditions it was inevitable that many drinkers should lose the habit of the regular use of coffee.

An active attempt at recovering this lost ground is being pursued by importers and roasters who, fortunately, are encountering in this task the understanding of the government.

As a result, green coffee imports into France, which totalled 65,300 tons in 1948, have passed progressively to 123,690 tons in 1949, 149,702 tons in 1950 and 151,657 tons in 1951.

It is likely that the figure for 1952 will reach 160,000 tons.

The total tonnage of coffees from all sources imported into France each year approaches that of prewar days. However, a very important development has taken place in the distribution of sources of the coffee, due to increased production in the overseas territories of the French Union.

In effect, before the war the major portion of coffee consumed in France was imported from outside the French Union, principally from Brazil. In 1937 French colonial coffees amounted to only 30 per cent of the total tonnage consumed.

Now the proportions are reversed. In 1951 coffee consumption attained the following figures: Coffees from French colonies, 86,096 tons (58.1%); Foreign coffees, 61,858 tons (41.9%).

In 1952, due to the increase in consumption and the need for making necessary supplementary purchases of foreign coffees, the difference between colonial and foreign coffees is likely to be somewhat reduced.

Production in the colonies has continued growing at a rapid pace. At the moment one can estimate their total production at around 105,000 tons, of which around 20,000 tons are sent to North Africa.

The principal producing territory today is the Ivory Coast, where production exceeds 60,000 tons. All estimates indicate that production on the Ivory Coast will continue to increase in the years to come, and that a similar development will be conspicuous in the Cameroons and in French Equatorial Africa, although production in these two territories will still remain of small importance. On the other hand, coffee production in Madagascar, which before the war was the leading colonial producer, has undergone an important regression, due mainly to a failure to preserve the trees.

At all events, it appears likely that the colonies will furnish the mainland regularly a tonnage varying between 80,000 and 100,000 tons a year, in the course of the following years.

However, one cannot envisage satisfying the needs of the French consumer solely with colonial coffees. In effect, at least 60,000 to 70,000 tons must be bought from foreign countries. These purchases are all the more necessary since the coffees produced in the French Union are for the most part Robustas of ordinary grade, while the production of Arabicas remains weak.

Unhappily, purchases of foreign coffee remain under a very severe regulation in France. Imports depend on whims of the government rather than on commercial campaigns. Besides, importers see themselves for long months deprived of all chance of importing certain grades of foreign coffees.

For example at the end of the year 1951 and during the first months of 1952, the importing of fine coffees was practically cut off. At this moment it is African Robustas coming from Angola, the Belgian Congo or British East Africa which are impossible to import.

The result of this has been that roasters still experience great difficulties in providing consumers with blends of absolutely constant quality. There, it seems, lies one of the causes of the decline in consumption as compared with the period before the war.

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# coffee in the U. K.

By B. W. MALKIN, *Honorary Secretary, Coffee Buyers' Association, Ltd., London*

When in the year 1652 one Pasqua Rosee, the Greek servant of a London City merchant, opened a coffee house in St. Michael's Alley behind Wren's church of St. Michael, Cornhill, London, he could hardly have thought that 300 years later this occasion would be warmly commemorated by the coffee trade in the U.K. and hailed as an event of historic significance.

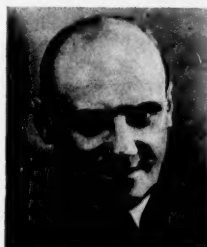
It is understandable, however, that the Coffee Buyers' Association, representing primary distributors in this country, should have seized upon the year 1952 as a wonderful promotional opportunity, and an occasion to remind the trade and the public of the truly well-founded tradition of coffee in England, and its fascinating historic association with the City of London. For it was in London that the genuine "coffee house" of the 17th and 18th century fame had its heyday.

All our attention has been focused on the tercentenary idea this year, and I think we can say that our efforts to arouse public interest have met with success.

On March 25th, the Lord Mayor of London unveiled a plaque presented by the C. B. A. to mark the site of Pasqua Rosee's establishment, and the little ceremony, which was attended by distinguished members of the trade, city officials and diplomats from the coffee producing countries, created an encouraging amount of interest. The national press and the B. B. C., always intrigued by an event with an interesting historical background, made good use of the occasion.

The unveiling ceremony gave a flying start to the year's activities, and since then our efforts have been directed towards arousing the interest of the Trade in promoting the tercentenary theme. This has been backed up by the regular distribution of suitable posters and dealer aids.

In May, the association held a tercentenary dinner for the coffee trade and with the Minister of Food, Major G. Lloyd George as guest of honor, together with diplomatic representatives of the producing countries, this again brought the tercentenary theme home to the trade, and some admirable speeches were given excellent publicity. This function was followed by a coffee trade dinner and dance later in the year, where again publicity given to speeches by well known personalities helped to bring the theme home to the ladies. At both these functions a good deal of publicity was designed to lead up to a special National Coffee Week to conclude the year's activities at the end of October, which at this writing is still in the future.



The coffee week is being sponsored by the C. B. A. with the object of stimulating retailer effort in direct coffee selling. It is being backed up by poster distribution and is being launched in London where we hope national press interest will be aroused to a sufficient extent to cover the whole country. A luncheon for distinguished chefs on Monday, October 27th, will see the start of the coffee week. At the chef's luncheon we anticipate some high level discussion on coffee making, and an exchange of interesting recipes which we hope will feature well in women's magazines for the domestic consumer and also in the catering press.

On Wednesday, October 29th, another plaque presented by the C. B. A. is being unveiled at the Angel Restaurant in Oxford by the mayor of that city. This marks the site of the first coffee house in England which, after much research, is now proved to have been established in 1650. The vice-chancellor of Oxford University will be speaking on the interesting associations of coffee in the life of the University.

On Friday, October 31st, a reception in London will conclude the week's activities. Here we will be entertaining the many people interested in the welfare of the Coffee Trade in the U. K., and the association will have the opportunity briefly to review the year's work. In this connection, we are very happy to report the impending visit of Andres Uribe, of the Pan-American Coffee Bureau, who is coming over here for National Coffee Week. We understand the Pan-American Coffee Bureau is to present us with a scroll commemorating the tercentenary. The reception will provide a splendid opportunity to show our appreciation of this gesture.

In an endeavor to show the members of the trade what really important work lies ahead of us in the visual publicity field, we are showing at the reception the Pan-American Coffee Bureau's film, "Good Things happen over Coffee."

It is rather appropriate that in this tercentenary year a major step should be taken towards freedom for the coffee trade from government control. On August 20th the government handed over to the trade a large part of the responsibility for the purchase of coffee from world markets, and at the same time lifted control on the maximum retail price for coffee which has been in force for some ten years. Some 50 per cent of supplies, mainly from East Africa, are still secured by long term contracts made by the Ministry of Food, and the trade must still depend on gradually reducing allocations of Ministry-bought coffee at below world prices for some time, in order to maintain a reasonable price level.

Nevertheless, freedom to import from world markets has now been granted, with certain restrictions, and this freedom has been welcomed. Coffee may now be imported

(Continued on page 126)

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#### coffee trends in Colombia

(Continued from page 50)

from dependent countries in Africa and Asia, and from Brazil.

Colombian total shipments declined for two successive crop years below the 5,000,000-bag mark after having achieved record years in 1948-49, with 5,633,941 bags, and in 1947-48, with 5,678,540 bags. If price and other conditions are normal, 1952-53 should show a slight increase over last year.

There has been talk that coffee may not be picked and may be lost in some of the outlying districts due to unsettled conditions in those localities. However, our friends assure us that such conditions are not as bad as painted here, and that the situation is well in hand.

Local consumption, now estimated at about 600,000 bags may take a larger share, as the Colombians also are taking to drinking more coffee and the country is comparatively prosperous, with good employment and a rising standard of living.

As we all know, coffee in Colombia as elsewhere has had its very trying times. After the good 20's came the grim 30's. The 1939 export brought a scant \$50,000,000. Colombians pointed out that if they only had had 1929 prices then, the crop would have fetched over \$100,000,000, which would have meant a real bonanza, with balanced budget, balanced imports and service on the foreign bond debt.

#### Budget in balance

Well, the 1951-52 crop brings Colombia some \$400,000,000, and Colombia is well-off. Her budget is in balance, her heavy imports, mostly from the United States, are being paid promptly, and the foreign debts are being serviced. New regulations are being passed tending to make free the movement of dollars in and out of the country.

In the September issue of the excellent review published by the Bank of the Republic, it is pointed out that the balance of payments continues to show signs of equilibrium, and the figures give an idea of how Colombia's international trade keeps growing.

For the first half year, the Bank states, exports amounted to U. S. \$183,000,000, and it estimates \$220,000,000 for the second half year. Export licenses approved for the year to the third week of September totaled U. S. \$287,000,000. To that date, registration of imported foreign capital amounted to some U. S. \$28,000,000 for this year. This was probably taken in mostly by the oil interests, and is only a mere trickle compared, for instance, with our northern good neighbor, Canada.

But the country seems to be well disposed to encourage a larger movement of investment capital for various developments and for its industries.

#### coffee advertising in magazines

(Continued from page 65)

dollars a year in magazines does show the high regard coffee advertisers have for magazines as a sales producing medium. But the reduction of that figure to five or six cents per household highlights the opportunities that remain unrealized.



# Holland — a leading transit market

By J. S. van HENSBERGEN, *Managing Director*  
*N. V. Koffie Handelmaatschappij, "MATAGALPA"*  
*Amsterdam, Netherlands*

When the request came to me to write an article on the coffee situation in the Netherlands, I hesitated for a while to give impressions from a country which, by its population of just over 10,000,000 would seem to have only little influence on coffee economics in general. Since, however, Holland is one of the foremost transit markets of Western Europe, which often brings Amsterdam and Rotterdam into the spotlights of international coffee trade, my hesitation may have been misplaced.



After a period of almost 12½ years of coffee rationing and bulk government buying, the coffee trade in the Netherlands was liberated early this year. The comparatively free market we had known prior to World War II had completely changed, inasmuch as in importation into the Netherlands the trade was bound to currency restrictions, which hampered the free import of various growths from the dollar area. Besides, the government stocks, which amounted to approximately 7,000 tons of coffee, had to be liquidated.

It was not an easy task to find a solution for the smooth liquidation of these government stocks, but thanks to the right understanding of all parties concerned, it was decided that the roasting industry would gradually take over the government stocks at fixed prices, for which they signed individually an undertaking towards the Voedselvoorziening Import Bureau V.I.B.

Any coffee roaster who signed the undertaking towards the V.I.B. was entitled to the import of free coffee out of the currency quota that had been fixed for the various growths.

In virtue of the trade agreement that existed between Brazil and the Netherlands, a quota for cruzeiros was made available for the import of Brazil coffee, while for purchases of coffee in the sterling area a sterling quota was put at our disposal. Indonesian coffee could be imported under the Dutch-Indonesian treaty, while later on similar arrangements were made for Belgian Congo coffee and for Angolan coffee. Imports of coffee against payment in Dollars was still prohibited.

It is obvious that after the uniform blends the roasters had to sell during the rationing period, the general trend of fresh purchases under the new regulations was to buy

qualities which would improve the blends. Just recently Dutch importers and coffee roasters could avail themselves of the opportunity that was offered to buy dollar area coffee in sterling via London merchants.

Now that government stocks have been finally distributed, the normal import trade in the Netherlands has practically returned, although of course the actual high prices of the commodity hamper the return of pre-war coffee consumption. During 1951, total custom clearances amounted to approximately 222,000 bags, against 370,000 bags in 1950. Over the January-June, 1952, period, clearances amounted to approximately 135,000 bags. During the last years of the coffee rationing system, average consumption of coffee amounted to approximately 300,000 bags, while it is expected that for 1952 this figure will increase to 400,000 bags.

In the years prior to World War II, average yearly consumption covered 500,000 bags on a population of approximately 8,000,000.

During 1951, total arrivals of green coffee in the Netherlands were approximately 1,400,000 bags. In 1938, total arrivals were just over 2,000,000 bags. These figures illustrate clearly the importance Amsterdam and Rotterdam have as transit markets for coffee. Notwithstanding the fact that a great part of the prewar European outlets could not be re-opened for the Dutch, credit must be given to the Netherlands coffee trade that, in spite of all the setbacks, they have succeeded in building up again a creditable industry out of a completely dislocated situation.

In conclusion I may say that I look upon the future development of the Netherlands coffee trade in full confidence. It is a trade which, despite restrictions of a monetary and fiscal nature, can strive against the stream, and it will regain a leading position in the world coffee trade.

### **Suggest Coffee Cup basketball game in Rio on New Year's Day**

From Sumner A. Mead, who does a column on coffee market in New England Grocery and Market Magazine, comes this suggestion:

"Why not a Coffee Cup basketball game on New Year's Day in Rio, to go along with the Rose Bowl and Sugar Bowl football games in our country?"

Mr. Mead quotes Brazilian sources as saying that many a basketball team from the coffee producing country could run hoops around Uncle Sam's best dribblers.



## coffee dangers—old and new

(Continued from page 53)

years, and no one knows better than they that this is not due to a higher standard of living of the rural population, although this increase would be a reasonable and just one, and undeniably is an economic and political necessity. It is actually due to greatly increased prices of the products and manufactured articles which these countries have to import to take care of their essential needs. The inflexibility of the existing maximum price in the United States hinders the proper balance which should exist between coffee prices and those of this latter group.

It is, therefore, urgent that the producing countries join in a combined action so that they can intervene effectively in the pricing of coffee and defend themselves, as best they possibly can, from the damaging effects to their economies which the manufacture of soluble coffee will cause.

In order to carry weight in connection with the pricing of coffee, it might be well to create and organize a coffee fund for the producing countries, and with this fund finance the Latin American coffee industry, unify the commercial systems, and regulate coffee shipments.

Brazil and Colombia have already shown us the way. Both of these countries have taken steps to regulate shipments and practically to fix minimum guaranteed prices for the purchase of coffee by special corporations which are empowered by the state to act in this connection.

With regard to the manufacture of soluble coffee, a study should be made to see whether an industrialization of coffee by the producing countries is advisable. Should soluble coffee be manufactured within the boundaries of the country and the coffee exported in an extract form, rather than in grain? Or should it be roasted and ground? If it should be expected in extract form, a certain number of by-products, such as oil, glycerine, cellulose, etc., could be recovered and utilized in various industries, thus reducing the cost of the product. In this case, as well as in ground and roasted coffee, there would be an important saving in freight, since it would reduce the shipping tonnage in the proportion of 25 to 1.

It behooves the technical organizations, then, to find the right answer, and in case it is decided in the affirmative, the producing countries could undertake the enterprise and carry it through successfully.

### National advertising, public relations drive set for Steepolator Coffee Bags

Stanley H. Beaman, president of Modern Coffees, Inc., Boston, has announced that his firm is embarking on a national advertising and public relations campaign for Steepolator Coffee Bags. The coffee bags are now on sale at leading food stores all over the country.

Mr. Beaman revealed that Ruthrauff & Ryan, Inc., will handle the advertising for Steepolator, with Dawson Newton acting as supervisor. Simmons Associates will handle the public relations.

The campaign will start with advertising in Life magazine.

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## consumption is up in Sweden

By JACOB ENGWALL, Manager, Vict. Th. Engvall & Co. Kommanditablag, Stockholm, Sweden

*This article was prepared for Coffee & Tea Industries by Mr. Engvall on behalf of the Sveriges Kafferosteriers Forening, the Association of Swedish Coffee Roasters. Manager of his coffee firm, Mr. Engvall has also studied the industry in Brazil and in the United States.*

Since rationing of coffee was abolished in Sweden in August, 1951, the increase of green coffee imports is fairly substantial. The available figures for January-June, 1952, in comparison with the same months of 1951, indicate an increase of 17 per cent.

As to the distribution of sources, Brazil still occupies a very dominating position, with close to 86 per cent of the total. Imports from Colombia and Central America are restricted to very limited amounts, which is especially true for Central Americans.

However, Swedish importers have been very pleased lately by a good opportunity to buy Colombians and Central Americans in sterling currency through well known coffee brokers and agents in London. Their offers, in fact, have opened the way for the Swedish consumer to get a more fullbodied and flavorful cup of coffee. The difference in price between a dollar-quotation and a sterling-quotation is presently around 2.5 cents per lb.

As to the African market, imports are now close to 5 per cent and will probably be on the increase and keep pace with the development and improvement in marketing and in harvesting conditions in this part of the coffee producing world. Kenya coffee—among many coffee men considered as the best blend coffee in the world—is very attractive only in that the price paid by Germany created a very unsound position. The price for Kenya grade A's reached as high a level as 76 cents per pound, but fortunately this seems to belong to the past. The price level for the coming crop is indicated at around 60 cents per pound for Kenya grade A's C.I.F. Sweden. This should prove to be a real competitive price and stimulate further business.

Competition among Swedish coffee-houses is very keen and promising, but the policy of giving premiums in order to promote coffee business is not so well established in Sweden as in other countries. Competition is based more on quality than on price.

Coffee is sold to a degree in whole beans and is packed in paper cartons or bags, in some cases with a flavor preserving aluminum foil inside. Vacuum coffee has not gained such a strong position as in the United States owing to consumer resistance to paying a premium price and also to lack of fully automatic equipment to bring costs down.

Considering the roasting equipment available to Swedish roasters, German coffee roasters are very well recognized and in fact enjoy full confidence in comparison with Ameri-

can types of batch-roasters. The appearance and smoothness of the roast is highly important to the Swedish coffee business, because the housewife wants first of all to make sure that the coffee looks good.

Automatic control of the roasting process is also well known in Sweden, but so far in an experimental way only.

The situation on solubles in Sweden has not gone through such a sweeping change over the years as in the United States. In 1949 and 1950, the Swedish market was more or less overflooded by various English-made instant coffees, but with rather inferior quality and success did not materialize. As things now stand there is almost only one brand advertised and marketed. The amount of solubles sold in comparison with the total of coffee merchandising is very negligible and is likely to stay so.

### publicity with a purpose

(Continued from page 62)

more than offset this loss. Our survey cited seven major advantages which company officials had found: 82% noted reduction in worker fatigue; 75% noted improved employee morale; 62% noted increased worker productivity; 32% noted reduced accident rate; 21% noted reduced employee turnover; 16% noted reduced scrap; 15% noted reduced waste; and 12% noted reduced absenteeism. Furthermore, human nature being what it is, 46% added that the coffee-break was a useful enticement when recruiting workers.

As to the actual dollar value of the coffee-break, the survey turned up some prime individual company experiences. The Mutual Life Insurance Co. originated the coffee-break because 800 of its people were leaving the building once or twice a day for coffee. Because it was not regulated, there was a tremendous waste of time and the company set up a system under which a caterer rolled the coffee to the workers' desks on carts. Mutual estimates an annual saving of \$130,000, a statistic which could readily influence non-coffee-break personnel managers to change their votes.

Armed with this data, the Bureau launched one of its "publicity with a purpose" campaigns—the purpose in this case being (1) to alert restaurants, caterers and others to the opportunities offered by the coffee-break, and (2) to persuade undecided managements that the coffee-break is a profitable production tool.

The public interest aroused by the Bureau's survey was truly amazing. The Associated Press, United Press, International News, North American Newspaper Alliance and Western Newspaper Union all released stories, coverage that provided the opportunity for every reader of a newspaper in the United States, worker and employer alike, to read

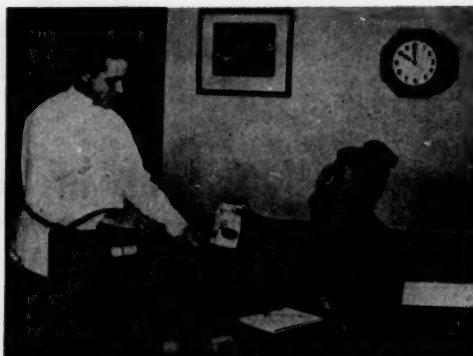
about the advantages of the coffee-break and its upsurge as a part of the pattern of everyday living. Following the first interest of news editors, many editorial writers wrote about it and leading business news columnists and business publications invited attention to it. In the trade field, the Bureau called it to the attention of publications representing all fields interested in coffee and coffee serving.

Within a very brief time the "coffee-break" had started to become a part of the language of the man in the street and of the press. Only recently, for example, a widely distributed photograph arrived from Europe carrying the caption, "Coffee Break For Gen. Ridgeway." And, in Los Angeles, the city authorities this summer adopted a resolution making the coffee-break legal for city employees, the first official municipal recognition of the words and the custom.

While we were following through on publicity on the coffee-break, it was simultaneously bolstered by the biggest advertising and promotion effort since the Bureau was organized. We directed our message to the consumer—at home and at work—with the theme "Give Yourself a Coffee-Break—and Get What Coffee Gives to You!"

A series of four-color pages was placed in the Saturday Evening Post and Life; there were black and white insertions in four leading women's service magazines—Ladies Home Journal, McCall's, Woman's Home Companion and Good Housekeeping. Single and double-page advertising in leading grocery and restaurant publications and large space advertising in Sunday supplements completed the schedule for printed advertising. Supplementing this effort, we used five-times-a-week spot announcements on 119 radio stations in 84 cities.

Looking at still another phase of the Bureau's current



Deskside coffee service, with Dial and Dine doing the catering.

activities, during 1952 we inaugurated another highway safety campaign which offers opportunities, especially for the operators of roadside restaurants, hotels with restaurants, diners and service stations where refreshments are served. This was our "coffee stop" project which was based on the U. S. Army's findings that traffic accidents are reduced substantially if drivers stop at least once every two hours for coffee and rest—a precaution that has been routine with professional truck drivers for as long as trucks have made long hauls.

Here again, because a public service was involved, we won the ready support of safety organizations, of the press and of individual writers. The Greater New York Safety

(Continued on page 90)

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## field for experiment in marketing

By J. DEMOLIN, Secretary-General, Office de Café, Brussels, Belgium

Belgium is one of the rare European countries where the import and distribution of coffee has for a long time been completely and entirely free. And this is not only the case for quantity, quality and prices of the finished product, but it also holds true for the purchase of the green product, since free choice is not hampered in any way by currency restrictions.

These conditions may seem ideal for development and extension of the market, particularly consumption.

Let's see how things work out in reality.

In 1951, 912,131 bags of coffee were imported for 8,600,000 people. Coffee is roasted with a loss of 20 per cent, and this gives us a per capita consumption of 5.180 kilos or 11.4 pounds. This is 5.3 pounds less than the average per capita consumption in America in 1951. From 1934 to 1938, the Belgians consumed on the average of 5.710 kilos of coffee. This means a decline of 9.2 per cent on a statistical basis, while in reality the decline was much more than 10 per cent.

Probably no European country came so near to its prewar consumption figure because none of them, with the exception of Belgium, enjoyed commercial freedom. This is the reason why Sweden, Denmark and Norway had in prewar days a noticeably higher consumption than Belgium. Their respective per capita consumption was 7.680, 7.500 and 6.120 kilos.

This difference is not due to the fact that Belgians drink less coffee than the other consumers named. Absolutely every Belgian drinks coffee at his breakfast table. Nearly all drink a cup of coffee after dinner and many do this after supper as well. The workman goes to his work with his flask full of coffee. He drinks it either cold or warmed up. In the numerous cafés spread all over the country coffee is a common beverage. Finally, coffee is used as a substitute by sober people, who do not drink much alcohol.

Notwithstanding these excellent conditions, consumption of the raw material stagnates at a level that does not reflect usage. This is due to the use of chicory. The Belgian housewife mixes it herself with the coffee, in a proportion going from 10 to 50 per cent. Most chicory is used out in the country. The total tonnage of chicory

amounts to 30 per cent of the volume of roasted coffee.

However, no more chicory is employed now than before. The temporary lapse in consumption of coffee as raw material is due to the fact that coffee prices still seem too high to the consumer. Those prices are urging him to economize, to the detriment of the quality of the beverage in the cup.

This state of affairs gives us reason to believe that consumption of coffee is likely to rise in Belgium. As a matter of fact, you can consider it from two points of view. First, through a rise in the volume of pure coffee used in current preparation by a progressive elimination of chicory that can only be replaced by a greater amount of coffee. Further, by extending the use of coffee in the workshops. The work could be organized in such a way that fresh coffee could be served once or twice during working hours, and this should be a manifestation of the social advantages given to employees.

All these conditions combined make of Belgium an ideal field for a study of the possibilities of consumption on the European market as a whole. From nowhere else will those experiences radiate so swiftly as from this crossroads of nations.

It is hardly conceivable that the coffee producing countries shouldn't have seen this, and it is even more inconceivable that they should remain deaf to the invitation of the country itself to try such an experiment, with the collaboration of the du Café Office, a Belgian propaganda institute created for this purpose.

We are not going to say that they will regret this one day, because remorse is not a very efficient feeling, but we are firmly convinced that this experiment, which can be done now without an exceptional effort and at a moderate cost, will one day cost much more effort and money, because conditions will not be so favorable.

We are thinking of the error in appreciation and politics committed in 1944 by the governments of the world, for which this generation has to pay such a heavy toll every day.

### U. S. coffee ration cut in Germany

The U. S. Army recently cut the tax-free coffee ration for military families in Germany after a long series of complaints by German officials about American coffee reaching the black market.

The European command headquarters at Heidelberg ordered the family ration at commissaries reduced from seven to five pounds monthly.





### publicity with a purpose

(Continued from page 88)

Council, American Automobile Association, U. S. Army, American Association of Motor Vehicle Administrators and a great number of state automobile clubs and safety groups endorsed the idea, issuing press releases which spoke favorably of it.

The Bureau intends to continue this campaign on the theory that it will save lives by reducing accidents caused by fatigue if the motoring public can be persuaded that it should stop for coffee at least once every two hours. The American Hotel Association and the National Restaurant Association have expressed interest and we hope to have their active cooperation during the 1953 motoring season.

There have been other "publicity with a purpose" campaigns during the year. For example, the Bureau noted that in Washington, D. C., a number of churches were holding "coffees" after services so that the congregation could become better acquainted. These churches had found that in large cities whole families might pray practically side by side yet remain unacquainted for years. "Coffee-after-church" solved this problem quickly in Washington.

The Bureau gathered complete information, especially as to advantages to "friendship" and church attendance, and distributed widely-accepted newspaper and church publication releases. Church editors responded generously with the result that there is now another growing trend, this one making the after-service serving of coffee a part of Sunday's activities.

In politics, the Bureau investigated the success of an Indiana city's candidate for mayor who got acquainted with

the voters—and vice versa—by conducting a campaign over the coffee cups at small informal gatherings and won the election in a community normally of an entirely different political complexion.

This case history was submitted at the national level to those who were planning the 1952 presidential campaigns with the result that literally hundreds of coffee cup political meetings were held for the leading candidates.

Similarly, the Bureau surveyed coffee-break practices in nearly 100 hospitals in 13 major cities, converting the findings into material for medical and nursing publications with the object of demonstrating to non-coffee-break institutions that the practice (1) made for efficiency, and (2) boosted morale.

These are only a few of the highlights of activities which the Bureau has been undertaking during the past year. No mention has been made of others of a continuing nature—our services for women's page editors, for women's radio commentators, for schools, etc.—with which the domestic coffee trade is already familiar.

All Bureau efforts, whether advertising, "publicity with a purpose," promotional or educational, are geared to one principal objective which we have in common with the coffee trade in the United States. That objective is the increased consumption of coffee in homes, in public eating places and at work or play.

### O'Connor now ad manager for Sparkoffee

James R. O'Connor has been named advertising manager of the bottling franchise department of Sparkoffee, a division of the Airlines Food Corporation, Linden, N. J. S. Myron Newmeyer has been named sales manager.

# W. R. GRACE & CO.

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New York

New Orleans

## QUALITY COFFEES

### COLOMBIANS

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Tolima

Armenia  
Girardot

Manizales  
Libano

### BRAZILS

Santos

Paranaguá

### CENTRAL AMERICANS

Guatemala  
Salvador

Nicaragua  
Costa Rica

### ECUADORS

Unwashed

Washed



## many small roasting firms

By JULES BRAUNSCHWEIG, Braunschweig & Co., Basle, Switzerland

If we are asked which quantities and qualities of coffee are consumed in Switzerland, our answer is that according to the import statistics of the Swiss administration of customs, about 330,000 bags of coffee were imported on an average annually in our country during the years of 1946-51.

These figures are very poor compared with the annual consumption of about 20,000,000 bags of coffee in the U.S.A. They represent only one per cent of world consumption, but Switzerland has a population of less than 5,000,000.

If we are asked about quantities roasted by the individual firms, it is difficult for us to give a precise answer. Contrary to the American attitude, our business men are very reluctant in giving information about their sales.

There are a few firms in our country working on a national scale and roasting more than 10,000 bags of coffee annually. On the other hand, there exist about 400 to 500 roasting "plants" in Switzerland, and every grocer who owns a five-kilo-capacity roasting machine calls himself, proudly, his "own establishment for roasting coffee—every day newly roasted coffee blends!"

Asked about the qualities which are consumed in our country, we again answer, based on the import statistics of the Swiss administration of customs: about 40 per cent of coffee from Brazil (mostly Santos), about 40 per cent milds (Salvador, Costa Rica, Colombia, Guatemala, Haiti), and about 20 per cent other qualities, mostly African Robusta. However, every man connected with the coffee trade knows that such an indication of the producing countries is very insufficient for a judgement of qualities.

It is obvious that the level of roasted coffee qualities has lowered considerably during the recent years in our country owing to the high prices in the world market, a fact which is very much regretted by every traditional coffee dealer in Switzerland.

What are the prospects for the future development of the coffee market in Switzerland? Average consumption of the past decades has been stable, varying between 2½ and 3½ kilos of roasted coffee per capita—or should we say per stomach?—and we do not think there will be a considerable change in the near future.

But we fear that coffee substitutes are going to be mixed in much larger proportions with coffee considered otherwise to be too expensive. In consequence, the public

will lose their good taste for high quality coffees.

A movement by coffee consumers towards tea drinking is not probable, owing to the conservative character of our people. Tea is not very popular in our country and is mostly considered as a beverage for times of illness. On the other hand, the consumption of tea seems to increase in restaurants. Cocoa is considered a beverage especially for children . . . and for the army!

### the world's second largest market

(Continued from page 81)

Today, as before the war, Brazil is our principal source of foreign coffee.

But one finds in the next place territories like Portuguese Angola, Uganda and Kenya, which have taken the place occupied before the war by Indonesia, Ecuador, Venezuela, Haiti and Colombia.

Importers are trying to obtain from the French government credits in order to import coffees from Central America. We have recorded with much satisfaction the conclusion recently of a commercial accord with the Republic of Haiti by the terms of which France may import annually 4,000 tons of a coffee traditionally appreciated by the consumer.

The difficulties in importing coffee from Colombia, Ecuador, Venezuela, etc., still remain considerable. However, we hope that it will be possible to increase progressively the number of varieties of coffee available to roasters. Besides, the continued development of coffee production in the African territories of the French Union must permit certain re-exportations to European countries at first, to other markets eventually.

Finally, the multiple difficulties which have retarded the opening of the coffee market at Havre will disappear one after the other, and with great satisfaction dealers in coffee will see this project become a reality. From it one can expect a salutary effect in regularizing the supply to the French market.

Thus the coffee trade, which for many years represented an important part of the activity of the great ports of Le Havre, Marseille and Bordeaux, can hope to regain bit by bit its importance.

Although the restrictions brought to bear on the international exchanges momentarily oblige French coffee importers to work under conditions that are often difficult, they have known how to preserve their effectiveness, and we believe that, in the future, they will be able to make new progress toward a return to normal activity, guaranteeing both in quantity and in quality the satisfaction of the needs of consumers.



### coffee brewing in the cup

(Continued from page 77)

transportation costs of coffee to and from Boston, Steepolator packaging machinery is being made available to roasters on a royalty basis. The complete Steepolator unit automatically manufactures the bags, counts them and packs them into jars at 200 per minute. The equipment, exclusive of the coffee mill and vacuum machine, requires about  $3\frac{1}{2}$  by  $9\frac{1}{2}$  feet of factory floor space.

Although Modern Coffees, because of past limited production facilities, has not promoted the adoption of coffee bags in the institutional field, Steepolator Coffee Bags are also gaining acceptance for hospital, hotel and restaurant usage. Eventually, a larger, more economical vacuum pack will be introduced for this specific field.

The convenience of the Steepolator Coffee Bag method for brewing real coffee for off-hour as well as all family usage bids fair to increase the over-all consumption of coffee in this country and Canada.

### expansion in Cup Brew Bags

By FRANK J. HABERL, Jr., Sales Manager  
Cup Brew Coffee Bag Co.

The Cup Brew Coffee Bag Co., Denver, is looking forward to a year of continuing expansion in the marketing of their patented, individual coffee bags, and also

in the use of their automatic machinery for both Cup Brew and Silex-type coffee bag production.

With the announcement in the August issue of *Coffee & Tea Industries* of the adaption of the Cup Brew packaging machine for the "tear-open", Silex size pouch, coffee firms pondering the choice between solubles and coffee bags can take advantage of the additional feature of this machinery, and market both the Cup Brew and institutional type coffee bags under their brand name.

Our firm, holder of the patent for the specialized cellulose coffee bag fabric, and licensor of a number of coffee firms about the country, does not foresee any shortages in the materials and supplies that are used in coffee bag production, such as the cellulose fabric, jars, lids and the coated papers and cellophanes used in the silex-type pouches.

During the past year, Cup Brew Coffee Bags have received very favorable attention in newspapers all across the country, and in such well-known national magazines as *Modern Packaging*, *Tide* and *Sports Afield*. Response to this publicity has been large and enthusiastic, showing that the public is very much interested.

A considerable amount of additional interest in Cup Brew Coffee Bags has been shown by the institutional trade, as individual coffee service solves many problems for smaller operations and "off hour" service for large organizations. Some industrial and business firms, now aware of the value of a "coffee break" for their employees, have found Cup Brew Coffee Bags to be not only the easiest way to brew coffee right in their offices, but also the way to provide the coffee free of charge as a worthwhile personnel policy.



*Fine Colombian Coffees*

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NEW YORK 5, N. Y.

Telephone: DIgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

### **carbonated coffee soda**

(Continued from page 75)

with rums, anisette, brandy, or bourbon, and also makes a fine Alexander.

Coffee Time Products is now getting ready to invade the true coffee syrup for home use in milk shakes, flavoring desserts, frostings, etc. They also sell their extracts to the ice cream trade for making a very fine coffee ice cream.

Coffee Time, the beverage, is merchandised in a no-deposit, non-returnable bottle which actually classes the product in the grocery field, with very simple handling. It also has been set up to offer the grocer a very fine profit structure and was recently rated as one of the most attractive packages on the grocers' shelves.

Tide magazine rated it as one of the most colorful new products of the year.

Coffee Time Products is now getting ready to invade the Southern market and expects to have complete coverage via bottlers up and down the entire Atlantic seaboard.

### **India's coffee crops and markets**

(Continued from page 61)

merce Department officers on specific problems.

Research for improving the cultivation of coffee in India is also one of the main activities of the Board. Two research stations have been established—the main station in Balehonnur (Mysore State) and a sub-station in Coorg. The results of research conducted so far are given in detail in the annual reports of the Board. The main features of work done in the Research Department are the propagation of

hybrids resistant to leaf diseases, manurial experiments, soil analysis, etc.

The coffee industry has made rapid strides since statutory assistance was given to it at various stages during the last decade and a half. The financial position of the coffee planter can be claimed to have improved considerably and there are prospects of steady and fair returns for his seasonal produce. The industry has secured a potential and safe market within the boundaries of India for almost all its production in a normal year.

There is still vast scope for expanding the market in India Coffee, but extension of propaganda activities should necessarily keep pace with production. In many estates the yield per acre is extremely low, and employment of improved methods of cultivation is an urgent necessity.

### **New synthetic coffee flavor**

#### **Introduced by Felton Chemical**

A new synthetic coffee flavor has been introduced by the Felton Chemical Co., Inc., Brooklyn, N. Y.

Known as Felcafe, the flavor is said to be at least 75 times stronger than coffee. As it is non-volatile, there is no possibility of its cooking off or freezing out, the company states, nor is it subject to oxidation or rancidity.

Commercial tests of Felcafe are reported to have shown that it retains its flavor strength in various types of confections, ice cream, ice cream mixes, ices and sherbets.

Development of the new flavor, Felton points out, involved the isolation of hundreds of new chemicals and the creation of 14 new specific aromatics.

## **Announcement —**

Ready to serve you again . . . from newly  
established offices . . . as brokers and sales  
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# coffee in the Philippines

By DE WITT DYKMAN, Manager  
Coffee Department  
Commonwealth Foods, Inc.  
Manila, Philippine Islands

The coffee situation in the Philippine Islands, as observed by this writer from "Front and Wall," has been interesting and absorbing. Business here is conducted in a partially Oriental manner, with some European methods and diversified American trade policies thrown in.

Merchants importing green coffee into the Philippines must observe the following regulations in order to obtain U. S. dollars. First, he applies to the Import Control Commission for a license that will allow the necessary import. When this license is granted, a fee of two per cent of the total value must be paid to the I.C.C. The approximate cost of a letter of credit is two per cent. In accordance with the terms of the Bell Act, a seventeen per cent exchange tax is imposed. An import duty of \$5.30 per one hundred kilos plus a sales tax of seven per cent and an "arrastre" charge of 150 pesos per bag must be included to arrive at the green cost of coffee—plus freight and insurance.

Recently the Bureau of Plant Industry increased the charges to 50 pesos per lot for disinfecting green coffee arriving here. To obtain an import control license, the importer must submit a certificate from the Bureau of Internal Revenue showing that all taxes have been paid. The government reserves the right to cancel or re-evaluate any license at any time.

It takes a hardy person to do business here!

Prior to 1900, the Philippines exported green coffee of good quality in excess of local consumption. A disease or blight caused by a fungus wiped out much of this thriving production, and no attempt was made to revive production at that time.

In the last few years some attention has been given to the propagation of coffee, but unfortunately the line of least resistance has been followed by planting Robusta and Liberian trees.

There is plenty of land available on some seven thousand islands suitable for raising coffee, with proper elevation, rainfall, shade and the important volcanic soil so rich in organic matter.

Figures from the Philippine Department of Commerce and Industry, Bureau of Census and Statistics, show imports for 1951 as follows: Green coffee from Brazil, 3,857,562 kilos; Hawaii, 1,995; Ceylon, 5,174; Indonesia, 67,486; British Africa, 7,554.

Roasted coffee and solubles from the United States, 473,932 kilos; Great Britain, 94,246; Heng Kong, 82,015; China, 92,676; Japan, 220.

Local production amounted to 4,640,350 kilos.

Ninety per cent of all merchandising in the Philippines is controlled by the Chinese, and a merchant can feel—seemingly by a mental telepathic wave—a price change in



De Witt Dykman (left) and Philippines Vice President Lopez at the inauguration of Commonwealth Foods' new coffee plant in Manila.

the next town or province made by a competitor.

In the Philippines there are many *sari sari* stories, which cater to the great native masses. *Sari sari* means mix up. These are very small stalls, with a counter and one or two shelves generally behind bars or some screening to prevent pilfering. There are also some first class stores, equipped with refrigeration, for the wealthier customers.

Commonwealth Foods, Inc., a Philippine corporation with which I am associated, has undertaken to roast, grind and pack in the most modern new building, equipped with complete Burns machinery. We have an up-to-date sample and testing room, the only one in the Far East with a sample roaster. The air freight on this sample roaster was nearly \$900—and was I surprised! In addition, there has also been installed a deluxe coffee bar for the demonstrating of our brands, Cafe Puro and Excelente.

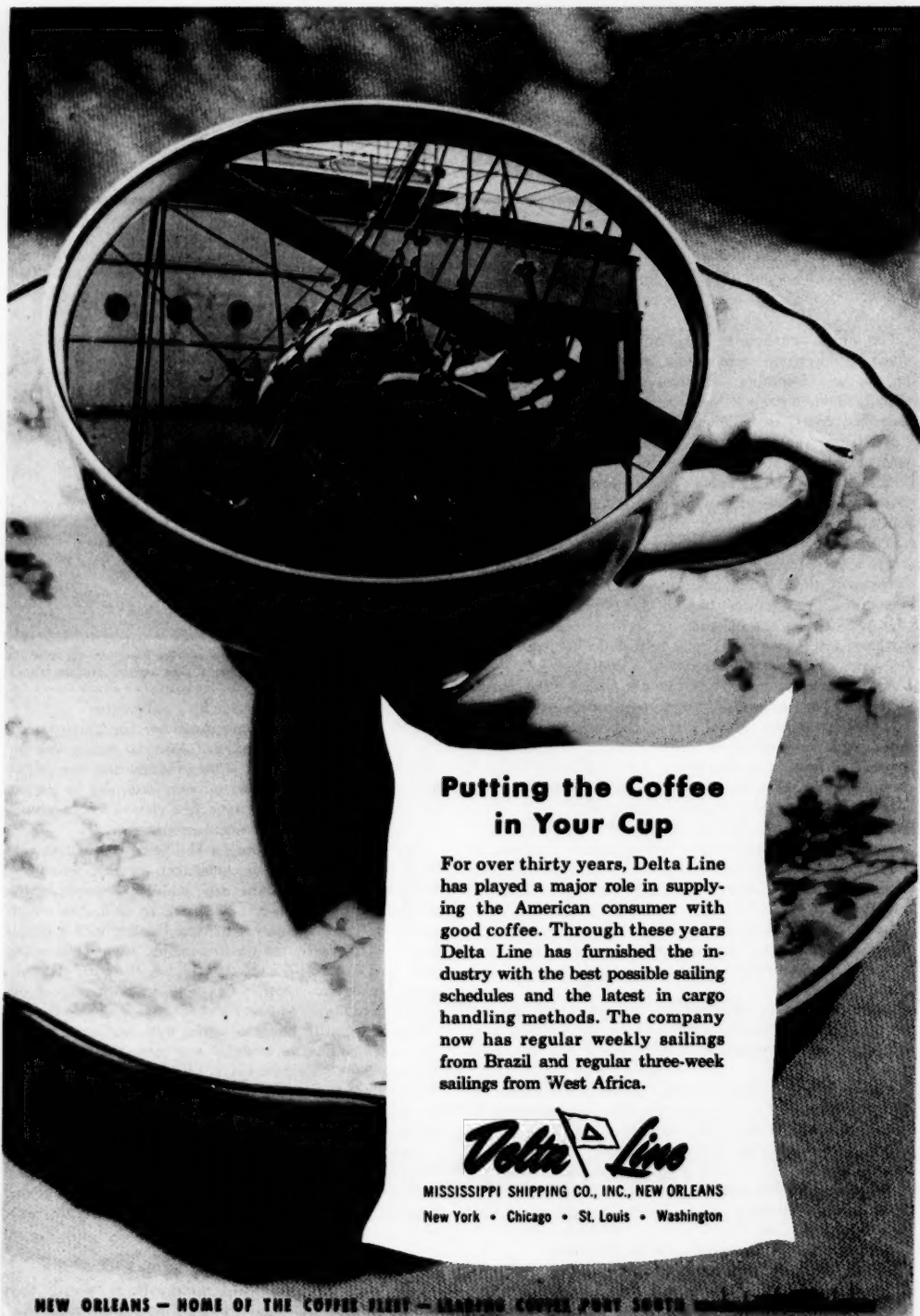
Warehouse space for green coffee was insufficient, and an additional building or "bodega" was erected with a capacity of 6,000 bags. Distribution is all done by a fleet of 11 Chevrolet trucks ranging in size from one half ton to five ton, and seven trucks are now on order. This controlled distribution assures fresh coffee to the trade.

There is ample room in the Philippines to produce enough coffee for all local consumption and to have some left over for export. The coffee drinking habit is well founded among the Filipinos, and the Chinese are slowly acquiring this good habit.

### coffee exports from Ethiopia to U.S.

Exports of Ethiopian coffee to the U. S. during 1951 totaled 241,750 bags and earned Ethiopia \$15,266,236.





**Putting the Coffee  
in Your Cup**

For over thirty years, Delta Line has played a major role in supplying the American consumer with good coffee. Through these years Delta Line has furnished the industry with the best possible sailing schedules and the latest in cargo handling methods. The company now has regular weekly sailings from Brazil and regular three-week sailings from West Africa.

**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS  
New York • Chicago • St. Louis • Washington

**NEW ORLEANS — HOME OF THE COFFEE FLEET — LEADING COFFEE PORT SOUTH**

# trends in ocean shipping of coffee

By JOSEPH C. BEATTY, Northbound Freight Manager  
Moore-McCormack Lines, Inc.

Coffee has always been a commodity requiring special care and handling in ocean shipping. From the beginning stowage aboard the carrying vessel was necessarily arranged to prevent contamination from other cargoes of an offensive nature. Bagging of coffee, marking, loading, discharging and delivery have all been carried on in a seemingly satisfactory manner, and it would appear that the plan is to continue in the same fashion. What then, if any, is the trend in ocean shipping of coffee?



From observations of the past year or more, two indications are apparent—speed and smaller individual shipments. The day of the slow ship is long since past, and should any shipping company endeavor to serve the coffee industry with such vessels, it would be disastrous.

This first trend of speed is closely connected with the second of smaller individual shipments. It wasn't so long ago that various vessels were showing on their manifests 25,000 to 30,000 bags of coffee for some of the larger receivers, but it would be unusual to see such a thing today. Present high prices of coffee make it necessary to keep inventories down to a minimum in order to conserve capital invested. The steamship industry must schedule sailings frequently and correctly and in faster vessels to assure delivery dates to meet roasting requirements of plants—without the roasters having to maintain large inventories at excessive capital costs.

The connection between the two trends? Elementary! Faster vessels deliver the cargo sooner, permitting smaller shipments on a more frequent basis, all of which enables the same goal in total business over a given period without many of the previously attendant disadvantages of storage and stockpiling.

The trend in ocean shipping of coffee follows the trend in the coffee industry itself, in the producing areas as well as in the consuming areas, and for the purposes of this thesis we refer to those areas as Brazil and the North American continent. Controls, quotas, liberations, coffee drinking habits, all affect the trend in ocean shipping. The steamship line must be keen to the changes, not only as they happen but beforehand. It must anticipate events to come through watchful personnel located throughout the various Brazilian and North American ports.

Smaller and more frequent shipments are required by presentday conditions in the coffee business, as mentioned previously. Liberations and controls at loading ports do not permit, as in years gone by, availability of supplies for practically unlimited loadings. It is therefore necessary for vessels to be scheduled on a very frequent basis, to best give the shippers and receivers the service which they have come to expect, without regard to obstacles and hindrances.

I think all of us are familiar with the problems of the exporter who has coffee for shipment in early November and is confronted with the situation of having a vessel in port which must sail not later than October 31st. You can readily see the necessity of frequent schedules which allow the steamship companies to "spot" vessels where needed, maintaining continuous flow of ships into the required ports.

Here, again, is a new problem. In the past there was one main port for loading coffee in Brazil—Santos. Today both Paranagua and Rio de Janeiro have also become important.

When Santos was the main loading port the problems were easy . . . now that we look back on them. That port has equipment, warehouses and an excellent harbor affording many berths with sufficient draft of water to accommodate any vessel in the trade.

Today, while Santos is still the chief coffee port, Paranagua has taken great forward strides and demands from the shipping lines an ever increasing number of vessels to serve its needs, without presently being able to afford the advantages of Santos in the way of draft, storage, docking and loading facilities.

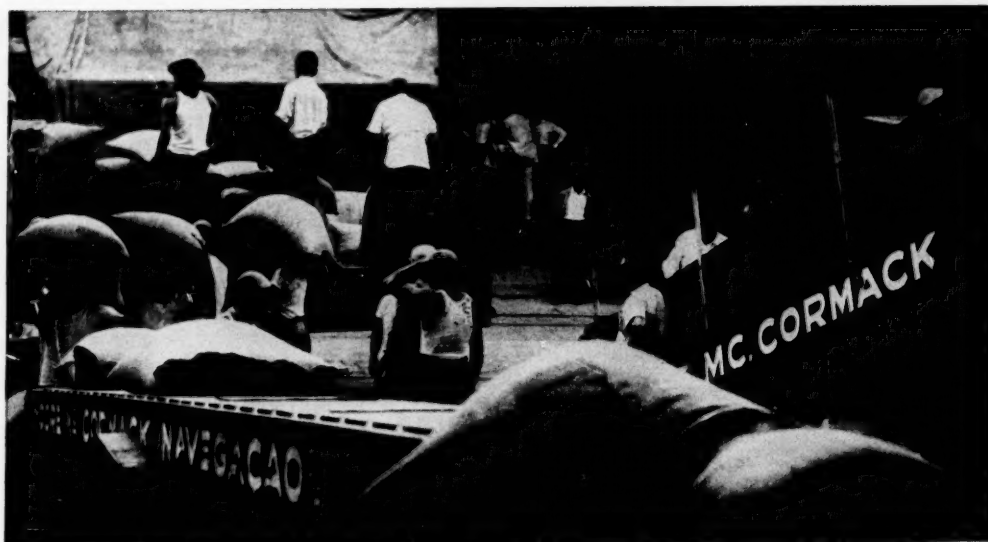
Again the trend is changing in the coffee industry, and to meet this, the trend in shipping changes, still with emphasis on speed. Why so much stress on speed? We of the shipping lines consider every shipper of a bag of coffee an important person and feel that the exporter in Paranagua is entitled to fast delivery just as is the exporter in Santos or Rio de Janeiro. To accomplish this, fast vessels are indispensable.

So far we have considered for the most part the loading ports, but just as new situations have arisen there, so also have they multiplied with relation to discharging ports. Coffee is required in varying quantities from Jacksonville to Montreal on the North American East Coast, and from Los Angeles to Vancouver on the West Coast. The same vessel which serves, for instance, the southernmost port of Jacksonville cannot adequately serve all the rest of the East Coast ports up to Montreal, and therefore the trend

(Continued on page 103)

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# **YES,** they know us well in **SANTOS**



With these dock crews . . . with the warehouse men and agents . . . with the tasters and brokers . . . throughout the great coffee industry of Brazil the name of Moore-McCormack is as familiar as coffee itself. Hardly a day goes by that doesn't find a Moore-McCormack ship loading at the Santos docks.

Coffee is important to Moore-McCormack Lines. The great passenger ships of the Good Neighbor Fleet . . . our big super-speed C-3 cargo liners . . . our modern freighters . . . all share in the responsibility of keeping coffee moving to meet the demands of the North American market.

We have spared no effort to maintain efficient and dependable service; we shall continue to devote our energies to the maintenance of such service.

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# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-W'n—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebank's Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Graeco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independent—Independent Line  
Isbrandtsen—Isbrandtsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Netb—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.  
Wes-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chs—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
GJ—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jn—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
NJ—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
11/12	Snefeld	UFruit	Cristobal <sup>2</sup> 11/15
11/12	Gunnors Knot	Grace	LA11/23 SF11/26 Se12/1
11/22	Vindegen	UFruit	Cristobal <sup>2</sup> 11/25
11/29	Anchor Hitch	Grace	LA12/10 SF12/13 Se12/17
12/10	Cstl Avntur	Grace	LA12/21 SF12/24 Se12/28
12/25	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12

<b>AMAPALA</b>			
11/15	Cstl Avntur	Grace	Cristobal <sup>1</sup> 11/23
11/26	Anchor Hitch	Grace	LA12/10 SF12/13 Se12/17
12/7	Cstl Avntur	Grace	LA12/21 SF12/24 Se12/28
12/22	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12
12/24	Gunnors Knot	Grace	Cristobal <sup>1</sup> 1/2

<b>ANGRA DOS REIS</b>			
11/23	Grenanger	Wes-Lar	LA12/18 SF12/21 Val2/26 Se12/29 Pol2/31

<b>BARRANQUILLA</b>			
11/11	Cape Ann	UFruit	NY11/23
11/12	Santa Clara	Grace	NY11/17
11/13	La Hague	Independence	LA11/30 SF12/2 Pol2/7 Va 12/10 Se12/12
11/17	Levers Bend	UFruit	N011/30
11/18	Cape Avinof	UFruit	NY11/30
11/20	Santa Sofia	Grace	NY11/25
11/25	Cape Cod	UFruit	NY12/7
11/26	Santa Monica	Grace	NY12/1
12/1	Fiador Knot	UFruit	N012/24
12/1	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12
12/2	Cumberland	UFruit	NY12/14
12/4	Santa Clara	Grace	NY12/9
12/9	Cape Ann	UFruit	NY12/21
12/15	Levers Bend	UFruit	N012/28
12/16	Cape Avinof	UFruit	NY12/28

SAILS	SHIP	LINE	DUE
12/23	Cape Cod	UFruit	NY1/4
12/29	Fiador Knot	UFruit	N01/11

<b>BARRIOS</b>			
11/10	Copan	UFruit	NY11/17
11/15	Byfjord	UFruit	N011/20 N011/23
11/16	Mabella	UFruit	NY11/23
11/22	Marna	UFruit	N011/27 N011/30
11/25	Manaque	UFruit	NY12/2
11/29	Mataura	UFruit	N012/4 N012/7
11/30	Thulin	UFruit	NY12/7
12/6	Avenir	UFruit	N012/11 N012/14
12/7	Copan	UFruit	NY12/14
12/13	Byfjord	UFruit	N012/18 N012/21
12/14	Mabella	UFruit	NY12/21
12/20	Marna	UFruit	N012/25 N012/28
12/21	Manaque	UFruit	NY12/28
12/27	Mataura	UFruit	N01/1 N01/4
12/28	Thulin	UFruit	NY1/4

<b>BUENAVENTURA</b>			
11/10	Santa Maria	Grace	NY11/17
11/11	Santa Rita	Grace	NY11/24 Bal1/26
11/12	Bogota	Grace	NY11/22
11/13	Santa Elisa	Grace	LA11/21 SF11/22 Se12/2
11/17	Santa Luisa	Grace	NY11/24
11/18	La Hague	Independence	LA11/30 SF12/2 Pol2/7 Val2/10 Se12/12
11/20	Banker	Gulf	Ho12/3 N012/6
11/21	Wyoming	French	LA12/5 SF12/9 Val2/15 Se12/20 Pol2/24
11/21	Santa Juana	Grace	LA11/29 SF12/1 Se12/8
11/24	Santa Cecilia	Grace	NY12/1
11/25	Santa Ines	Grace	NY12/2 Pol2/6 Bal2/7
11/29	Santa Leonor	Grace	LA12/7 SF12/9 Se12/14
12/1	Santa Margarita	Grace	NY12/8
12/2	Santa Olivia	Grace	NY12/9 Bal2/13

# A "BREAK" FOR COFFEE...



The midmorning coffee wagon is showing up these days at more and more American offices and plants. The folks who used to slip away for a "second breakfast" can now enjoy it where they work, getting the pleasure and relaxation of a "break" for coffee with a minimum of time off. The fact that so many employers are making it easy to follow this pleasant custom demonstrates the special importance the average American places on his favorite beverage.

Keeping America supplied with fresh stocks of the coffee her people love so well is a job in which Grace Line takes particular pride. Coffee flavor depends largely on coffee freshness, and Grace Line's job is to keep fresh coffee speeding northward from the coffee ports of Central and South America. Serving the coffee trade with a fast, modern fleet of American Flag freight and passenger vessels, Grace Line helps make it possible for millions of Americans to enjoy coffee at its best.

To all our friends in the National Coffee Association, we extend best wishes for a successful 1952 convention and another year of prosperity and progress. As always, we shall strive to serve you with traditional Grace Line speed and dependability.

## GRACE LINE

10 Hanover Square, New York 5, N. Y.  
Agents and Offices in All Principal Cities

Regular itineraries from the coffee ports of  
**COLOMBIA, VENEZUELA, ECUADOR, PERU,**  
and the West Coast of **CENTRAL AMERICA**



**TO** **NEW YORK, JACKSONVILLE, BOSTON,**  
**BALTIMORE, LOS ANGELES, SAN FRANCISCO,**  
**SEATTLE AND VANCOUVER, B. C.**





SAILS	SHIP	LINE	DUE
12/4	Farmer	Gulf	No12/17 No12/20
12/8	Santa Isabel	Grace	NY12/15
12/8	Santa Flavia	Grace	LA12/16 SF12/18 Sa12/25

#### CARTAGENA

11/15	Santa Paula	Grace	NY11/19
11/18	Levers Bend	UFruit	No11/30
11/22	Santa Rosa	Grace	NY11/26
11/26	Cape Cod	UFruit	NY12/7
11/29	Santa Paula	Grace	NY12/3
12/2	Fiador Knot	UFruit	No12/14
12/6	Santa Rosa	Grace	NY12/10
12/16	Levers Bend	UFruit	No12/28
12/30	Fiador Knot	UFruit	No1/11

#### CHAMPERICO

11/15	Gunnery Knot	Grace	LA11/23 SF11/26 Sa12/1
12/2	Anchor Hitch	Grace	LA12/10 SF12/13 Sa12/17
12/13	Cstl Amturner	Grace	LA12/21 SF12/24 Sa12/28
12/28	Cstl Nomad	Grace	LA1/5 SF1/8 Sa1/12

#### CORINTO

11/17	Vindoggen	UFruit	Cristobal <sup>1</sup> 11/23
11/19	Cstl Amturner	Grace	Cristobal <sup>1</sup> 11/23
11/25	Anchor Hitch	Grace	LA12/10 SF12/13 Sa12/17
12/6	Cstl Amturner	Grace	LA12/21 SF12/24 Sa12/28
12/21	Cstl Nomad	Grace	LA1/5 SF1/8 Sa1/12
12/28	Gunnery Knot	Grace	Cristobal <sup>1</sup> 1/2

#### CRISTOBAL

11/10	Cumberland	UFruit	NY11/16
11/11	Santa Maria	Grace	NY11/17
11/14	Bogeta	Grace	NY11/22
11/17	Cape Ann	UFruit	NY11/23
11/18	Santa Luisa	Grace	NY11/24
11/21	Levers Bend	UFruit	No11/30
11/24	Cape Arinof	UFruit	NY11/30
11/25	Santa Cecilia	Grace	NY12/1
12/1	Cape Cod	UFruit	NY12/7
12/2	Santa Margarita	Grace	NY12/8
12/5	Fiador Knot	UFruit	No12/14
12/8	Cumberland	UFruit	12/14
12/9	Santa Isabel	Grace	NY12/15
12/15	Cape Ann	UFruit	NY12/21
12/19	Levers Bend	UFruit	No12/28
12/22	Cape Arinof	UFruit	NY12/28
12/29	Cape Cod	UFruit	NY1/4
1/2	Fiador Knot	UFruit	No1/11

#### DAR es SALAAM

11/28	Eugene	Lykes	Gulf/1
12/1	Afr Moan	Farrell	NY1/1
12/13	Dick	Lykes	Gulf
12/15	Charles	Lykes	Gulf
12/25	Afr Grove	Farrell	NY1/29

#### DURBAN

11/19	Leslie	Lykes	Gulf
11/26	Lombok	JavPac	LA2/2 SF2/7 Po2/14 Sa2/17 Va2/19
12/2	Stella	Lykes	Gulf
12/26	Dick	Lykes	Gulf

#### EL SALVADOR

11/14	Stromboli	Italian	LA11/24 SF11/27 Va12/2 Sa12/5 Po12/9
11/23	La Hague	Independence	LA11/30 SF12/2 Po12/7 Va12/10 Sa12/12
11/24	Wyoming	French	LA12/5 SF12/9 Va12/15 Sa12/20 Po12/24
12/3	La Baule	Independence	LA12/10 SF12/12 Po12/17 Sa12/19 Va12/20

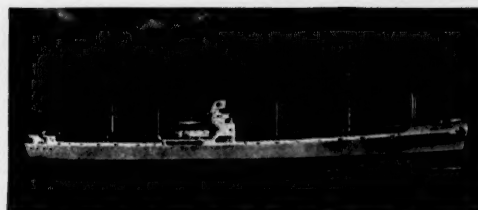
#### GUATEMALA

11/12	Cstl Amturner	Grace	Cristobal <sup>1</sup> 11/23
11/15	Stromboli	Italian	LA11/24 SF11/27 Va12/2 Sa12/5 Po12/9
11/24	La Hague	Independence	LA11/30 SF12/2 Po12/7 Va12/10 Sa12/12
11/29	Wyoming	French	LA12/5 SF12/9 Va12/15 Sa12/20 Po12/24
12/4	La Baule	Independence	LA12/10 SF12/12 Po12/17 Sa12/19 Va12/20
12/22	Gunnery Knot	Grace	Cristobal <sup>1</sup> 1/2

#### GUAYAQUIL

12/4	Santa Flavia	Grace	LA12/16 SF12/18 Sa12/25
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NOVEMBER, 1952



### Ship via Grancolombiana

Regular Sailings between the coffee ports of

Colombia  
Ecuador  
Venezuela

and New York  
New Orleans  
Montreal

Other ports as cargo offers.



30 ships serving  
the TOP market in  
South America

Transportadora Grancolombiana, Ltda.,  
General Agents

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Cable Address: Grancolomb

AGENTS: New Orleans: Texas Transport & Terminal Co., Inc.

Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Madden & Co.

### FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

### UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

GUATEMALA NICARAGUA  
EL SALVADOR COSTA RICA  
HONDURAS COLOMBIA

and NEW YORK · NEW ORLEANS · HOUSTON  
and other U.S. ports

NEW YORK:  
Pier 3, North River  
NEW ORLEANS:  
321 St. Charles St.



SAILS SHIP LINE DUE

### LA LIBERTAD

11/11	Snefeld	UFruit	Cristobal <sup>1</sup>	11/15
11/12	Gunnars Knot	Grace	LA11/23 SF11/26	Se12/1
11/14	Cstl Avnturer	Grace	Cristobal <sup>1</sup>	11/23
11/21	Vindeggen	UFruit	Cristobal <sup>1</sup>	11/25
11/29	Anchor Hitch	Grace	LA12/10 SF12/13	Se12/17
12/10	Cstl Avnturer	Grace	LA12/21 SF12/24	Se12/28
12/23	Gunnars Knot	Grace	Cristobal <sup>1</sup>	1/2
12/25	Cstl Nomad	Grace	LA1/5 SF1/8	Se1/12

### LA UNION

11/10	Gunnars Knot	Grace	LA11/23 SF11/26	Se12/1
11/16	Cstl Avnturer	Grace	Cristobal <sup>1</sup>	11/23
11/19	Vindeggen	UFruit	Cristobal <sup>1</sup>	11/25
11/27	Anchor Hitch	Grace	LA12/10 SF12/13	Se12/17
12/6	Cstl Avnturer	Grace	LA12/21 SF12/24	Se12/28
12/23	Cstl Nomad	Grace	LA1/5 SF1/8	Se1/12
12/25	Gunnars Knot	Grace	Cristobal <sup>1</sup>	1/2

### LIMON

11/14	Cape Ann	UFruit	NY11/23
11/21	Avinol	UFruit	NY11/30
11/24	Levers Berd	UFruit	N011/30
11/29	Cape Cod	UFruit	NY12/7
12/5	Cumberland	UFruit	NY12/14
12/8	Fiador Knot	UFruit	N012/14
12/12	Cape Ann	UFruit	NY12/21
12/19	Avinol	UFruit	12/28
12/22	Levers Berd	UFruit	N012/28
12/26	Cape Cod	UFruit	NY1/4
1/5	Fiador Knot	UFruit	N01/11

### LOBITO

11/29	Afr Glen	Farrell	NY1/4
11/30	Del Sol	Delta	N012/23
12/7	Afr Pilot	Farrell	NY12/25
12/13	Del Campo	Delta	N01/7
12/20	Tabor	Am-W Afr	NY1/15

SAILS SHIP LINE DUE

12/28	Afr Sun	Farrell	NY1/28
1/9	Afr Patriot	Farrell	NY1/27

### LOURENCO MARQUES

11/27	Dick	Lykes	Gulf
11/29	Charles	Lykes	Gulf
12/2	Lombok	JavPac	LA2/2 SF2/7 Po2/14 Se2/17 Va2/19
12/5	Stella	Lykes	Gulf

### LUANDA

11/21	Del Sol	Delta	N012/23
11/23	Afr Glen	Farrell	NY1/4
12/1	Afr Pilot	Farrell	NY12/25
12/11	Del Campo	Delta	N01/7
12/16	Tabor	Am-W Afr	NY1/15
12/22	Afr Sun	Farrell	NY1/28
1/3	Afr Patriot	Farrell	NY1/27

### MARACAIBO

11/18	Santa Sofia	Grace	NY11/25
11/23	Santa Monica	Grace	NY12/1
12/2	Santa Clara	Grace	NY12/9
12/5	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12
12/7	Santa Monica	Grace	NY12/15

### MATADI

11/10	Tulane	Am-W Afr	NY12/15
11/20	Afr Glen	Farrell	NY1/4
11/28	Afr Pilot	Farrell	NY12/25
12/8	Gramville	Am-W Afr	NY1/15
12/9	Del Campo	Delta	N01/7
12/14	Tabor	Am-W Afr	NY1/15
12/19	Afr Sun	Farrell	NY1/28
12/30	Afr Patriot	Farrell	NY1/27

### MOMBASA

11/15	Leslie	Lykes	Gulf
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## SOME LIKE IT HOT ... SOME LIKE IT COLD ...

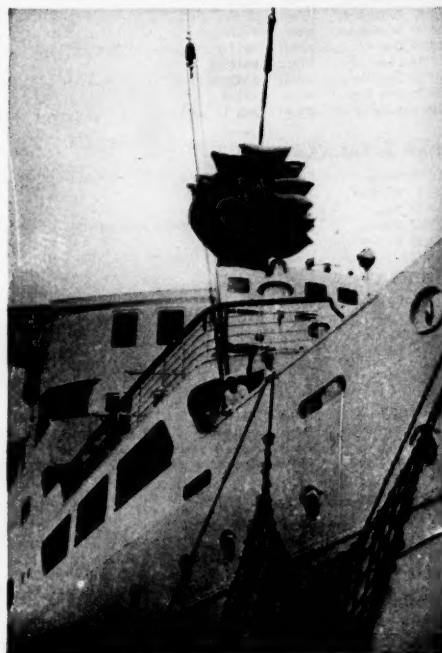
**B**UT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

## ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS

24 STATE STREET, NEW YORK 4, N. Y., TEL. BO 9-5660



SAILS	SHIP	LINE	DUE
11/21	Afr Moon	Farrell	NY1/1
12/4	Eugene	Lykes	Gulf/1
12/15	Afr Grove	Farrell	NY1/29
12/21	Dick	Lykes	Gulf
12/23	Charles	Lykes	Gulf

#### PARANAGUA

11/11	Bowmonte	IFC	NY12/4 Pa12/8 Ba12/9 Bo12/11 Ha12/14
11/12	Mormachaw	Mormac	NY12/3 Bo12/5 Pa12/7 Ba12/9 NY12/10
11/13	Colombia	Lloyd	NY12/4
11/14	Mormac ey	Mo mac	LA12/9 SF12/12 Va12/16 Se12/18 Po12/20
11/14	Sygra	SCross	NY12/3 Bo12/5 Pa12/7 Ba12/8
11/16	Paranagua	Brodin	Ba12/4 NY12/5 Bo12/8 Pa12/10
11/17	Grenanger	Wes-Lar	La12/18 SF12/21 Va12/26 Se12/29 Po12/31
11/22	Del Aires	Delta	NO12/15 Ho12/20
11/23	Brasil	Lloyd	NY12/12
11/23	Mormacowl	Mormac	Jx12/14 Chsn12/16 Ba12/18 Pa12/20 Bo12/22 NY12/24
11/26	Trader	PAB	LA12/22 SF12/25 Va12/30 Se12/31 Po1/4
12/1	Mormacmar	Mormac	Ba12/21 Pa12/22 NY12/24 Bo12/26
12/2	Chile	Lloyd	NY12/22
12/2	Mormacsun	Mormac	LA12/27 SF12/30 Va1/3 Se1/5 Po1/7
12/2	Aagledyk	Hol-Int	NY12/20 Bo12/24 HR12/28 Ba12/30 Pa12/31
12/3	Bowhill	IFC	NY12/22 Pa12/25 Ba12/27 Bo12/29 Ha1/1
12/5	Domingos	Lloyd	NO12/26 Ho1/1
12/6	Del Valle	Delta	NO12/29 Ho1/2

#### PORT SWETTENHAM

11/27	Cornelius Mirsk	Maersk	NY1/21
12/18	Aimee	Lykes	Gulf/1/26

#### PUERTO CABELLO

11/13	Santa Paula	Grace	NY11/19
11/20	Santa Rosa	Grace	NY11/26
11/27	Santa Paula	Grace	NY12/3
12/4	Santa Rosa	Grace	NY12/10

#### PUNTARENUS

11/11	Stromboli	Italian	LA11/24 SF11/27 Va12/2 Se12/5 Po12/9
11/20	La Hague	Independence	LA12/10 SF12/12 Po12/17 Se12/19 Va12/20
11/21	Cstl Avnturer	Grace	Cristobal 11/23
11/22	Anchor Hitch	Grace	LA12/10 SF12/13 Se12/17
11/30	La Baule	Independence	LA12/10 SF12/12 Po12/17 Se12/19 Va12/20
12/3	Cstl Avnturer	Grace	LA12/21 SF12/24 Se12/28
12/18	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12
12/30	Gunners Knot	Grace	Chistobal 1/2

#### RIO de JANEIRO

11/12	Campero	Dodero	NY11/29 Bo11/31 Pa12/2 Ba12/3 NY12/4
11/12	Lancero	Dodero	NO11/27 Ho1/1
11/12	Brazil	Mormac	NY11/24
11/14	Del Mundo	Delta	NO12/1 Ho12/6
11/18	Sygra	SCross	NY12/3 Bo12/5 Pa12/7 Ba12/8
11/18	Bowmonte	IFC	NY12/4 Pa12/8 Ba12/9 Bo12/11 Ha12/14
11/19	Colombia	Lloyd	NY12/4
11/19	Paranagua	Brodin	Ba12/4 NY12/5 Bo12/8 Pa12/10
11/20	Del Mar	Delta	NO12/4
11/24	Grenanger	Wes-Lar	LA12/18 SF12/21 Va12/26 Se12/29 Po12/31
11/25	Mormacsun	Mormac	LA12/27 SF12/30 Va1/3 Se1/5 Po1/7
11/26	Uruguay	Mormac	NY12/8
11/28	Del Aires	Delta	NO12/15 Ho12/20
11/29	Brasil	Lloyd	NY12/12
12/3	Trader	PAB	LA12/22 SF12/25 Se12/31 Va12/30 Po1/4
12/4	Del Norte	Delta	NO12/18
12/9	Chile	Lloyd	NY12/22
12/9	Domingos	Lloyd	NO12/26 Ho1/1
12/12	Del Valle	Delta	NO12/29 Ho1/2
12/18	Del Sud	Delta	NO1/1

#### SAN JOSE

11/14	Gunners Knot	Grace	LA11/23 SF11/25 Se12/1
12/1	Anchor Hitch	Grace	LA12/10 SF12/13 Se12/17
12/12	Cstl Avnturer	Grace	LA12/21 SF12/24 Se12/28
12/27	Cstl Nomad	Grace	LA1/5 SF1/8 Se1/12

#### SANTOS

11/10	Lancero	Dodero	NO11/27 Ho12/1
11/10	Brazil	Mormac	NY11/24
11/11	Campero	Dodero	NY11/29 Bo11/31 Pa12/2 Ba12/3 NY12/4



# WEST COAST LINE

*offers a fast fortnightly freight service*

*between*

**GUAYAQUIL  
ECUADOR  
BUENAVENTURA  
COLOMBIA**

*and*

**NEW YORK  
PHILADELPHIA  
BALTIMORE  
NEW ORLEANS  
HOUSTON**

*New York Discharging Berth  
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TUlane 6751

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**STOCKARD & CO.  
101 BOURSE BUILDING  
Walnut 2-2152**

**BALTIMORE**

**STOCKARD & CO.  
225 E. REDWOOD ST.  
Saratoga 2607**

SAILS	SHIP	LINE	DUE
11/12	Del Mundo	Delta	N012/1 Hol2/6
11/12	Mormacay	Mormac	LA12/9 SF12/12 Val2/16 Sol2/18 Pol2/20
11/16	Bowmonte	IFC	NY12/4 Pal2/8 Bal2/9 Bol/11 Hal2/14
11/17	Sygn	SCross	NY12/3 Bol2/5 Pal2/7 Bal2/8
11/18	Colombia	Lloyd	NY12/4
11/18	Paranagua	Bredin	Bal2/4 NY12/5 Bol2/8 Pal2/10
11/19	Del Mar	Delta	N012/4
11/19	Mormachawk	Mormac	NY12/3 Bol2/5 Pal2/7 Bal2/9 NF12/10
11/22	Grenanger	Wei-Lar	LA12/18 SF12/21 Val2/26 Sol2/29 Pol2/31
11/24	Uruguay	Mormac	NY12/8
11/26	Del Aires	Delta	N012/15 Hol2/20
11/28	Brazil	Lloyd	NY12/12
11/29	Mormacowl	Mormac	Jal2/14 Chn12/16 Bal2/18 Pal2/20 Bol2/22 NY12/24
11/30	Mormacsun	Mormac	LA12/27 SF12/30 Val/3 Sol/5 Pol/7
12/1	Trader	PAB	LA12/22 SF12/25 Val2/30 Sol2/31 Pol/4
12/3	Del Norte	Delta	N012/18
12/4	Aagledyk	Hol-Int	NY12/20 Bol2/24 NR12/28 Bal2/30Pal2/31
12/6	Bowhill	IFC	NY12/22 Pal2/25 Bal2/27 Bol2/29 Hal/1
12/6	Mormacmar	Mormac	Bal2/21 Pal2/22 NY12/24 Bol2/26
12/8	Chili	Lloyd	NY12/22
12/8	Domingos	Lloyd	N012/26 Hol/1
12/10	Del Valle	Delta	N012/29 Hol/2
12/17	Del Sud	Delta	N01/1

#### TAMPICO

11/13	Tunaholm	Swed-Am	M11/28
12/20	Danaholm	Swed-Am	Hal/1
12/27	Tunaholm	Swed-Am	Hal/21

#### VERA CRUZ

11/10	Tunaholm	Swed-Am	M11/28
12/18	Danaholm	Swed-Am	Hal/1
12/24	Tunaholm	Swed-Am	Hal/21

#### VICTORIA

11/11	Mexico	Lloyd	N011/26 Hol2/3
11/16	Del Mundo	Delta	N012/1 Hol2/6
11/30	Del Aires	Delta	N012/15 Hol2/20

SAILS	SHIP	LINE	DUE
12/6	Aagledyk	Hol-Int	NY12/20 Bol2/24 NR12/28 Bal2/30 Pal2/31
12/11	Domingos	Lloyd	N012/26 Hol/1
12/14	Del Valle	Delta	N01/2

#### TEA BERTHS

#### CALCUTTA

11/30	Maipura	Cunard	Bo NY Pa Ba W
12/7	Yokohama	Eli-Buck	Hal/19 St Jol/22 Bal/28
12/8	Salatiga	JavPac	SF1/10 LA1/15 Po2/1 Va2/5 Se2/9
12/9	Philadelphia	Eli-Buck	Bol/3 NY1/9 Pal/12 NF1/14 Bal/16
12/22	Canberra	Eli-Buck	Bol/26 NY1/28 Pal/31 NF2/2 Ba2/4
1/13	Birmingham	Eli-Buck	Ha2/16 Bo2/16 Pa2/20 NF2/22 Ba2/24
2/7	Calcutta	Eli-Buck	Bo3/11 NY3/12 Pa3/15 NF3/17 Ba3/18
2/9	Derby	Eli-Buck	Ha3/20 St Jol/23 Ba3/31

#### COLOMBO

11/10	Oluf Mnsk	Maersk	NY12/22
11/14	Durham	Eli-Buck	StJol2/20 Bol2/23 NY12/25 Pal2/29 Bal/2 NF1/5
11/26	Lawnk	JavPac	LA1/2 SF1/7 Pol/14 Sol/17 Val/19
12/10	Cornelius Mnsk	Maersk	NY1/21
12/14	Philadelphia	Eli-Buck	Bol/3 NY1/9 Pal/12 NF1/14 Bal/16
12/18	Yokohama	Eli-Buck	Hal/19 St Jol/22 Bal/28
12/22	Canberra	Eli-Buck	Bol/26 NY1/28 Pal/31 NF2/1 Ba2/4
12/22	Lombok	JavPac	LA2/2 SF2/7 Po2/14 Se2/18 Va2/19
1/13	Birmingham	Eli-Buck	Ha2/14 Bo2/16 NY2/17 Pa2/20 NF2/22 Ba2/24
2/7	Calcutta	Eli-Buck	Bo3/11 NY3/12 Pa3/15 NF3/17 Ba3/18
2/9	Derby	Eli-Buck	Ha3/20 St Jol/23 Ba3/31

#### HONG KONG

11/11	Mail	Pioneer	NY1/3
11/16	Laura Mnsk	Maersk	NY1/2
11/20	Tancrod	Barb-Wn	SF12/12 La12/14 NY12/28
11/29	Madison	Am-Pres	SF12/14 LA12/18
12/3	Leise Mnsk	Maersk	NY1/17

# TORM LINES

REGULAR — COFFEE SERVICE — DEPENDABLE

from

PARANAGUA — SANTOS — RIO DE JANEIRO

to

UNITED STATES ATLANTIC PORTS

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Teletype: NY 1-1961

Tel. WHitohall 3-8100

SAILS	SHIP	LINE	DUE
12/4	Wilson	Am-Pres	
12/5	Tungsha	Barb-Wn	SF12/27 LA12/29 NY1/17
12/12	Jefferson	Am-Pres	SF1/3 LA1/6
12/17	Grete Msk	Maersk	NY2/2
12/19	Pierce	Am-Pres	SF1/11 LA1/14
1/3	Jeppesen Msk	Maersk	NY2/14

#### KOBE

11/11	Cleveland	Am-Pres	SF11/25 LA11/30
11/16	Mall	Pioneer	NY1/3
11/17	McKinley	Am-Pres	SF12/5 LA12/8
11/21	Dale	Pioneer	NY1/5
11/23	Laura Msk	Maersk	SF12/13 LA12/16 NY1/2
11/24	Yamashita	SF12/13 LA12/15 C12/25 NY12/30	
11/26	Tancred	Barb-Wn	SF12/12 LA12/14 NY12/28
12/8	Wilson	Am-Pres	
12/8	Leise Msk	Maersk	SF12/28 LA12/31 NY1/17
12/11	Tungsha	Barb-Wn	SF12/26 LA12/29 NY1/12
12/16	Jefferson	Am-Pres	SF1/3 LA1/6
12/24	Grete Msk	Maersk	SF1/13 LA1/16 NY2/2
12/27	Pierce	Am-Pres	SF1/11 LA1/14
1/8	Jeppesen Msk	Maersk	SF1/27 LA1/30 NY2/14

#### SHIMIZU

11/11	Lena Msk	Maersk	NY12/18
11/19	McKinley	Am-Pres	SF12/5 LA12/8
11/26	Yamashita	SF12/13 LA12/15 C12/25 NY12/30	
11/26	Laura Msk	Maersk	SF12/13 LA12/16 NY1/2
12/11	Leise Msk	Maersk	NY1/17
12/18	Jefferson	Am-Pres	SF1/3 LA1/6
12/27	Grete Msk	Maersk	NY2/2
12/29	Pierce	Am-Pres	SF1/11 LA1/14
1/11	Jeppesen Msk	Maersk	NY2/14

#### TANGA

11/11	Leslie	Lykes	Gulf
11/23	Afr Moon	Farrell	NY1/1
12/1	Eugene	Lykes	Gulf/1

SAILS	SHIP	LINE	DUE
12/16	Dick	Lykes	Gulf
12/18	Charles	Lykes	Gulf
12/18	Afr Grove	Farrell	NY1/29

#### YOKOHAMA

11/13	Cleveland	Am-Pres	SF11/25 LA11/30
11/15	Lena Msk	Maersk	NY12/18
11/19	Mall	Pioneer	NY1/3
11/21	McKinley	Am-Pres	SF12/5 LA12/8
11/24	Dale	Pioneer	NY1/5
11/29	Yamashita	SF12/13 LA12/15 C12/25 NY12/30	
11/30	Laura Msk	Maersk	NY1/2
11/30	Tancred	Barb-Wn	SF12/12 LA12/14 NY12/28
12/10	Wilson	Am-Pres	
12/15	Leise Msk	Maersk	NY1/17
12/15	Tungsha	Barb-Wn	SF12/27 LA12/29 NY1/17
12/20	Jefferson	Am-Pres	SF1/3 LA1/6
12/31	Pierce	Am-Pres	SF1/11 LA1/14
12/31	Grete Msk	Maersk	NY2/2
1/15	Jeppesen Msk	Maersk	NY2/14

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.  
<sup>2</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

#### trends in ocean shipping of coffee

(Continued from page 97)

is to stagger the vessels, allowing some to call at a selected number of ports and others to call at the remaining ports. With these conditions a reality, it has been considered necessary to change the method of operating vessels, and fortunate is the steamship line having a sufficient number of ships of various designs to enable a good and efficient job to be performed.

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Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaque—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

division is capable of servicing shallow draft ports with fast vessels able to carry large tonnages and still encounter no insurmountable problems of clearing these ports. For the deep water ports, we have other vessels of larger capacities and deeper drafts, ready to handle the needs of coffee exporters.

To have such types of vessels is absolutely necessary, but it is also necessary to have them in ample supply, so that the various loading berths can be adequately covered from the beginning to the end of each month throughout the year. The smaller individual shipments characteristic of present conditions cannot economically afford to be held in storage for days at a time awaiting the arrival of a vessel to carry them.

As stated at the beginning of this article, the trend is to ship more frequently and in smaller amounts. The ships must be so scheduled as to accommodate the coffee trade which, as we all agree, is the backbone of the northbound Brazilian business.

### developments in paper bags for packaging coffee

(Continued from page 73)

in completely heat-sealed bags. The bottom and seam of the bag is heat-sealed during manufacture and a final heat-sealing closure is made by the roaster at the completion of the filling operation.

No discussion of retail coffee bags would be complete without some mention of the work which has been done to enable a coffee roaster and packer to manufacture, fill and close his own bags from pre-printed papers. This actually has been accomplished on a small scale. It is possible that certain roasters selling very large volumes of one or two brands may find this packing technique advantageous, but the initial outlay for setting up this type of operation will tend to eliminate all but the very biggest companies.

No attempt has been made here to touch upon the highly important business of coffee bags for the restaurant trade. This field, with its specialized coffee bag requirements, warrants and deserves individual attention.

We confidently anticipate a continued demand for paper coffee bags as long as coffee reigns as the favorite drink of our country.

### Guatemala's harvest to equal last season's

Forecasts by growers indicate that Guatemala's coffee crop will at least equal the 1951-1952 season's.

Lowland coffee, due to heavy rains, will not equal last year's crop, but medium and high-grown premium coffee crops are extremely promising and should substantially exceed last year's crop.

The picking of Guatemala's coffee cherries, started already in the Pacific and Atlantic coastal plantation areas, will continue as the season progresses to the highlands, which will harvest during November, December and through March.

Trade sources and the Central Coffee Office estimate that the Guatemalan 1951-52 coffee crop will total about 1,100,000 bags of 60 kilos each, and that about 950,000 bags will be exported during the crop year, an increase of 14 per cent over the 818,244 bags exported in 1950-51.

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**New coffee soda, 'Scoffee, is introduced in New York area**

A new coffee soda, called 'Scoffee, is being introduced to New York and Long Island by George Schneider & Co., Brooklyn, N. Y.

Made from freshly roasted Medellin coffee, 'Scoffee contains no artificial flavors, it was stated. Caramel has been added for coloring, but the only other ingredient are natural flavors, pure cane sugar and carbonated water—the latter subjected to ultra-violet ray treatment to insure purity. According to Schneider officials, 'Scoffee maintains the rich, aromatic flavor of roasted coffee indefinitely.

Mrs. Louise Schneider Kelsch, president of the Schneider Co., says that 'Scoffee also lends itself to uses in cooking.

Mrs. Kelsch also points out that 'Scoffee may be served with milk or cream, ice cream sodas and milk shakes, or can be served "as is."

Schneider's 'Scoffee is packaged in two sizes. The 16-ounce no-deposit, no-return bottle sells at two for 27¢. The 29-ounce bottle sells for 20¢, or two for 39¢, plus deposit.

The coffee extract used in making 'Scoffee is supplied by Wilbur Heyman, of the Heyman Process Co., New York City. Mr. Heyman, a chemical engineer, has spent 34 years in the coffee field, working with coffee beans for use in soluble coffee and carbonated beverages.

**Iced coffee a la El Salvador**

El Salvador likes iced coffee made its own way.

In his annual report, Augustin Ferreiro, president of the Association Cafetalera de El Salvador, suggests the method might replace the one now used in the United States.

To try iced coffee a la El Salvador, make it as usual, sweetening it beforehand to taste, but use shaved ice and stir with a high speed mixer like a Waring Blender, an electric mixer, or the equipment available at soda fountains.

The result is an aerated drink which is lighter in color, has a head on it and does taste delicious.

**Pearl Coffee opens new plant in Akron**

The Pearl Coffee & Grocery Co., Akron, Ohio, held open house recently in their new \$150,000 plant, where Diana Coffee is roasted.

The company was started by the four Economou brothers—Constantine, Chris, James and Nicholas—33 years ago.

The company distributes its products in a nine-county area.

**Odor threshold on coffee**

Sulfates exercise a distinct lowering on the threshold of the sense of smell, according to a recent scientific report. Gargling with a weak Epsom salt solution, for example, lowered the odor threshold for coffee solutions sniffed or sprayed into the nose.

The effect was not manifested, however, with perfumes.

**Household coffee grinders decontrolled**

Hand operated household coffee grinders are no longer under OPS regulations.

They were decontrolled by Amendment 4 to General Overriding Regulation 5, Revision 1.

NOVEMBER, 1952

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# the coffee year in review

By MARK M. HALL, San Francisco Representative  
Coffee & Tea Industries

Perhaps the strongest characteristic of the coffee market last year, according to local importers, was hand-to-mouth buying by roasters. This has not been to the liking of importers, for it meant steady buying on their part, in smaller quantities and with lowered margins.

Supplies and demand being about in balance, there was no threat of a sudden price decline. Support from Brazil's D.E.C. and the Coffee Federation of Colombia enabled producers to sit back and feel sure their prices would be met by the American buyers, who at no time were sufficiently stocked ahead to "wait out" the market.

With the squeeze on margins between the producers' price and the selling price in this country, importers with large capital who could depend on volume for profits had an advantage over the smaller importer.

The comment was generally heard that business was dull, at times very quiet, with only an occasional spurt. An examination of this attitude, however, brought out the fact that steady buying in small quantities only gave the impression of dullness. The yearly volume worked out about normal, or close to 20,000,000 bags for the country.

Business by larger western roasters was good the past year, stimulated by growing population and an expanding economy.

Reviewing the past year in more detail, it should be remembered that at the end of the summer of 1951 the trade had experienced the longest dull period in years. Producers were holding out for higher prices and the roasters had been well supplied. As the trade entered the fall season, there were rumors of larger crops, and some importers were predicting a surplus and a drop in prices.

But sentiment in the coffee business has a way of making rapid changes. Soon after these bearish predictions by some green men, adverse reports began to come in regarding Brazilian crops. The bean was smaller and estimates of the exportable crop were down. This bullish news was accepted at once. Roasters began to show more interest in buying.

In addition, there was a dock strike in New York. Spots were cleaned up. It became difficult for some brokers to obtain offerings. Prices went up, spots hit a high in November, receded, and were high again in January, 1952. Importers during this period conceded that business was better, but they still seemed to expect the roaster to change his type of buying.

Over the winter months, roaster business was good, and one man who can speak for the trade said at the turn of

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the year that if the industry could meet its problems as well in 1952 as it met them in 1951, they had nothing to fear. Consumer resistance was about gone, and the Coast was booming.

This optimism soon came to an end, however, as prices climbed in January. Spots became scarce, and with limited coffees afloat, growers were holding back and agitating for removal of the ceilings.

One roaster said he was thoroughly confused. A green man said it was more difficult to buy than to sell; it was dull and one couldn't get any offers. Some importers, having a long position on Colombians, were not rushing to sell. The rise in coffee prices caused a heavy buying of spots, and other green men said they were out of "afloat" coffees.

Arrivals of Centrals into the market did not relieve the situation. It seemed apparent here that the Brazilians—and other coffee countries, too, for that matter—were going to try to make our ceilings their floor.

Above-ceiling quotations on futures in Brazil were not thought to be in quantity, but it was not believed that this country would yield to foreign pressure to have the ceilings removed. In fact, it was ventured by one green man that a positive declaration to this effect by the government might cause a drastic drop in prices.

There was no shortage of coffee for the immediate future. Brazils were the only coffees at ceilings. Colombians and Centrals were available, but it was expected they would eventually reach their ceilings. Why should our government risk disaster to the coffee business by allowing prices to go above these points? It was a fast-changing situation, and a tough one.

Another difficulty bothering green men was their own ceilings, which often varied from the general average at the time they were set. It was possible that a certain importer, who made a relatively low price at the time ceilings were determined, would later find he had difficulty in competing with prices hovering at ceiling for Colombians and Centrals.

With heavy shipments of coffee into Pacific Coast ports at the beginning of 1952, the market settled down into the dull state which had characterized it before the flurry. Reports of poor crops which were heard in the late fall of 1951 lost their influence. The high prices of January,

(Continued on page 121)

NOVEMBER, 1952

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# coffee research in Ecuador

By JUSTO P. CAMPANA, Secretary  
Instituto Ecuatoriana del Cafe  
Jipijapa, Ecuador

A year ago, in Coffee & Tea Industries, we described some of the objectives of this Institute, which has its seat in Jipijapa, Province of Manabi, in Ecuador.

Since then, the organization has centered its work on teaching coffee farmers better methods of culture, planting, harvesting and processing, but within certain limits. In a minor way, we also sponsored small loans by the Provincial Bank of Manabi to increase the areas planted to coffee.

Until this writing, however, we have been unable to get the state, Congress or any government agency to capitalize us so we can develop our program adequately. A unique appropriation of \$67,000 (1,000,000 sucres) to assist us in our program was made by the Ecuadorian government in July, 1949. No additional funds have been received since.

In the zones of Jipijapa, Pajan, 24 de Mayo, and to a

lesser extent in Bahia de Caraquez, Calceta and Ohone in the north, we have made a survey of farms and have explained the "precitos cafeteros", as taught in Colombia in the Centro de Investigaciones del Cafe, at Chichina. This is practical teaching for the farm operators, starting with the selection of seeds and ending with the finished bean ready for the market.

We have promoted the washing treatment, trying to make its use universal. Many of the growers had no knowledge of processing with water and of pulping, and demonstrations were arranged.

In Ecuador there is a vast zone appropriate to coffee culture. Investigation is needed by specialized personnel and through small reference stations. Pilot processing installations should be set up in about 30 sections of the country in the provinces of Esmeraldo, Manabi, Guayas, Los Rios, El Oro, Loja, Bolivar, Pichincha and Carchi.

With financial assistance, we can scientifically increase areas under coffee culture in certain zones, like El Oro, Loja and Santo Domingo de los Colorados. These areas can produce coffee similar to the finer beans of Colombia.

We tried to persuade exporters and traders not to purchase unripe coffee from the farmers, a policy which

**promotion of washing of coffee, pilot processing plants, more coffee output are goals — if money is made available**

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decreases future production and also introduces onto the market poorer and even unsaleable coffee, while cutting down the fruit available for production of the washed quality. We have urged a policy of sanctions against such buying of tender coffee.

As part of this program, we sent out bulletins to the farmers, held conferences, set up demonstrations—and there are indications that in the future the farmers will follow a policy more advantageous to their own interests.

What is our own future? We don't know yet. It depends on whether the government will follow through with more funds after the original endowment runs out at the end of this year.

As distinct from this so far indifferent government policy, private initiative has been energetically modernizing coffee processing plants. The biggest in Ecuador has been installed in Manabi by Pastor Plua Bustamante, and others have been built by Augusto Lucio Murillo, Luis Bustamante, Alejandro S. Bustamante, Atansio Plua and other coffee men. They are testimony to the improvement of coffee culture in this province.

The rainy season this year was irregular, as in 1951. Production is better than in 1951, but less than in 1950. It is estimated that after allowing for local consumption, we will have an exporting capacity of 40,000,000 pounds, with a third of that consisting of the washed quality.

#### **Predict coffee and spice shortages for Australia as result of import cuts**

A warning that coffee drinkers might be the first to feel the full effects of the recent import cuts was given by the chairman of the Tea and Coffee Traders' Association, Australia.

He said that wholesale stocks of coffee were already low and unless the cuts were eased, coffee would be almost unprocurable in Australia within a few months. The price of coffee had risen from about £A.50 a ton to £A.400 since the war and Australia's purchases last year had been less than normal.

A spokesman for one of Melbourne's biggest spice-importing companies has forecast an acute Australia-wide shortage of all spices, including pepper, in the next few weeks. He said the shortage of spice was due to the Federal government's recent 80 per cent cut in this type of import. Only a limited amount of ginger is grown in Australia and all other supplies, including mace, cinnamon, cloves and curry, are imported.

The spokesman pointed out that the import cuts would particularly affect the manufacture of pickles, sauces and tinned meat in Australia, because these industries used large quantities of condiments and spices.

Established 20 years ago, the flavor department is set up as a service unit which manufactures more than 120 items for various Borden operations. These include flavors, extracts, vitamin concentrates, syrups and fudges, chocolate powders for dairy drinks, ice cream stabilizers and instant hot chocolate mix.

#### **FEDECAME sets new date for conference**

The Federacion Cafetalera Centro America-Mexico-El Caribe will hold its coffee conference in March, 1953, general manager Arturo Morales has announced.

The conference was postponed from April, 1952, its original date.

NOVEMBER, 1952

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## coffee in Vienna

By HENRY J. SANTON

Vienna, as is true of the rest of Austria, has lost many tangible goods in the course of its not always even past. Hitlers have come and gone, but somehow Vienna always managed to hold on to her age-old customs, among them her love for music—and for good coffee.

Coffee was always more than just a drink in Vienna. With an originality characteristic of them, the Viennese worked out their own versions of a cup of coffee.

Black coffee served in a glass, with whipped cream added, became "Einspaenner," which means, literally, "one horse hansom." A cup of "Melange"—half cream and half coffee—compares to "Boston coffee," while a small order of the same mixture was called "Kapuziner."

"Ein Schwarzer" naturally meant black coffee, but not the extra strong brew, known as "turkish coffee," which was an old standby for hangovers and lost weekends.

In summer it was "Eiscaffee," black coffee mixed with vanilla ice cream. If you added a dash of whipped cream to it, you could not go wrong either.

Just like the British need "a spot of tea" in the afternoon, we Viennese settled for coffee.

"Kaffee Klatsch," the gossip around a cup of coffee, often started with an exchange of personal coffee lore, such as preferences for brands and ways to use utensils, and usually ended up with recent scandals or the latest twist in fashions, if nothing more intimate could be dug up.

### Songs in praise of coffee

Many songs were written in praise of good coffee. "Say waiter, two mocha's for honey and me!" is a line from one of them. Another melody gives the ingredients of Austrian contentment: "A cozy fire-place, a comfy easy chair, a cup of coffee and a good book."

Our purse strings, chronically on the tight side, might furnish part of the explanation for treating our dates to a "Jause"—coffee and cake—instead of, say, the more expensive cocktails which some Americans seem to prefer to warm up the atmosphere.

Before World War I, Austria's population equalled that of France, but it has shrunk to a mere six millions now. Vienna, the capital, accounts for a third, and is often said to have too big a head for the size of its body.

In spite of the comparatively small territory in which they live, there is a world of difference between the Viennese and the Austrian farmer, who lives in the colorful mountainous provinces known to many tourists and wintersport fans throughout the world.

The farmer's breakfast, as in the days of his ancestors, is still a bowl of milky soup, slightly spiced with caraway seeds and thickened with breadcrumbs. Only on festive occasions, Christmas or a family event, not to forget the traditional "Leichenschmaus"—the snack served after a funeral—do they experience the treat of a cup of coffee.

Recently tea has been attaining more of a foothold in Austria, but to most Austrians, as a peculiarity of their background it is still primarily a remedy for colds and upset stomachs. This is due to the fact that Austrians are quite fond of home remedies, and their medicine

cabinets contain an assortment of teas—obtained from leaves, flowers and roots—supposed to be beneficial for many pains, from ingrown toenails to sleeplessness.

It will take a bit longer to break an Austrian, conservative by nature, of his traditional habits, good or bad. But it would be still harder to imagine Vienna without coffee.

The many coffee houses along Vienna's friendly streets, with their portable outdoor gardens—"Toni, take the garden out, the sun is shining!"—just would not be the same if they would have to serve anything but coffee.

#### **Coffee Time adds syrup for home flavoring of desserts, ice cream**

Coffee Time Products of America, Inc., which has been marketing "Coffee Time," a carbonated beverage, is broadening its operation with the introduction of a new syrup for use in the preparation of desserts, frostings, soft drinks and home-made ice cream.

Test marketing of the syrup has been under way in New England, with successful initial results, Herbert Soble, president, said in a report to stockholders.

He also revealed that the company has developed a new channel of distribution for its Coffee Time extract, originally developed for use by beverage bottlers. A number of ice cream manufacturers, he said, are using the extract in the manufacture of their coffee ice cream.

The company, in the first 15 months of its operation, achieved an outstanding sales record. Through its bottlers, more than 250,000 cases (over 6,000,000 bottles) of the Coffee Time beverage were sold.

In March, 1951, Mr. Soble said, the company's products were being sold in only 135 retail outlets, while currently they are distributed through more than 35,000 outlets, including super markets, independent grocers, delicatessen and drug stores.

Distribution thus far has been concentrated in New England, New York, New Jersey, and the eastern parts of Pennsylvania, he declared.

#### **STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912 AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF**

**COFFEE AND TEA INDUSTRIES and The Flavor Field**, published monthly at New York, N. Y., for Oct. 1, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, E. F. Simmons, 106 Water Street, New York 5, N. Y. Editor, Bernard Sachs, 106 Water Street, New York 5, N. Y. Managing editor, None. Business manager, E. Redmond, 106 Water Street, New York 5, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. F. SIMMONS,  
(Signature of Publisher)

Sworn to and subscribed before me this 12th day of September, 1952.

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NOVEMBER, 1952

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Charles M. Swanson

## Marketing

advertising . . . merchandising . . . promotion

**Introduces Coffee to consumers  
via restaurant—for home use**

In Keene, New Hampshire, local citizenry and visitors may now obtain their Duncan Hines Coffee at the New England town's famous eating place, the Bon Ton Restaurant.

C. V. Rothrock, of The Woolson Spice Co., Toledo, Ohio, which has one of the three U. S. licenses to pack Duncan Hines Coffee granted by Hines-Park Foods, Inc., Ithaca, N. Y. worked out the idea.

He went to John Booras, owner of the Bon Ton, which is also recommended by food connoisseur Duncan Hines in his book "Adventures in Good Eating", and suggested that the restaurant, which was observing its 30th anniversary, serve Duncan Hines Coffee with the birthday cake during the open house festivities.

The idea took and the owners went all out to introduce the new product during the festivities. The great number of fine comments convinced them to also put the product on sale. Once this was done, take-home sales boomed.

**Coffee operations in new Kroger  
color movie for schools, colleges**

The job of feeding a nation is described in vivid commercial Kodachrome colors in the motion picture, "An Appointment With Tomorrow", recently completed by Bert Johnston Productions, Cincinnati, for the Kroger Co.

A public relations and personnel recruiting film, "An Appointment With Tomorrow" is said to be the most elaborately produced motion picture The Kroger Co. has sponsored to date. It is a half hour, full color. An extreme close-up of the inside of a cup of coffee serves as a dissolve-transition in the movie to activity at Kroger's coffee roasting plants.

"An Appointment With Tomorrow" will be shown primarily to high schools, young people's groups and colleges around the country.

**A "terrid" sale for coffee?**

A reader suggests that this promotion, reported in The IGA Grocergram, might also work for coffee—if it is done with some judicious weather forecasting:

"Citizens of Odon, Indiana, turned out in droves in answer to an ad placed in the Odon Journal by Clyde Van Hook, enterprising operator of Van Hook's IGA Market."

(The ad offered ten pounds of sugar to customers at whatever the temperature reading was at the time of purchase.)

The Journal reported later that the idea resulted in one of the largest single-day sales of sugar ever to take place in Odon.

Two large thermometers were placed near the entrance of the store, and customers paid for their 10-pound sacks of sugar according to the reading on the thermometers. Early customers bought sugar for as little as 85 cents. Later buyers paid up to 89 cents.

Mr. Van Hook made the following comment: "Of all the promotions we have run since buying the Odon store, this one has aroused the most comment and customer reaction. Naturally, we were primarily interested in developing new business and customer interest, and the



promotion clicked for us in this respect, too. It is a natural to tie in with the weather when people are talking about nothing else."

Maybe the coffee take-off could accent iced coffee.

**Small part of restaurant's food purchase dollar is for coffee**

Coffee may be on the vast majority of the checks turned in by the customers of restaurants, but it accounts for only a small proportion of the food purchase dollar of public eating places.

In a case study of the operation of an actual restaurant, reported in *Restaurant Management*, a breakdown is presented of the food purchase dollar.

Coffee required only .05 cents of that dollar. Meat took .33 cents, groceries .17 cents, dairy products .16 cents, seafood .10 cents, bakery products .08 cents, fresh fruits and vegetables .07 cents.

Only poultry, at .04 cents, took a smaller slice than coffee.

**La Touraine Coffee uses ten-cent coupon offer to mark anniversary**

To mark its golden anniversary, the La Touraine Coffee Co., Boston, placed on the shelves of New England grocers cans of La Touraine Coffee with yellow bands indicating that inside each container was a coupon worth ten cents on the next purchase of the coffee.

It was back in 1902 the W. S. Quinby Co., parent organization of La Touraine, decided to devote all its time and energy to coffee and tea.

**Coffee can build goodwill for theater owners, too**

Here's a suggestion you can pass on to your restaurant customers, or to movie house operators in your area.

C. P. McConnell, owner of the Lake Theater, Lakeview, Iowa, recently had the pleasant experience of observing a long queue of customers lined before his box-office—even though it was raining.

Mr. McConnell gave each person in line a slip with a number on it, told him to go to a nearby restaurant for coffee on the house.

As seats became available in the movie, Mr. McConnell had the grateful coffee drinkers paged by number, in succession.

**Smith resigns as president of Silex**

Oliver B. Ellsworth, chairman of the executive committee of the board of directors of the Silex Co., Hartford, Conn., has announced the resignation of Monroe G. Smith, president of the company. Mr. Smith will remain as a member of the board of directors.

Mr. Smith, who has guided Silex through a complete reorganization program during the past three years, will become executive vice president of the Rockwood Chocolate Co., Brooklyn, N. Y.

H. S. Perkins, general sales manager of the company, who has been directly responsible for the new Silex sales program, said that Mr. Smith's resignation will not affect the company's sales and product development plans in any way.

Until such time as a new president is appointed, the company will be run by the executive committee of the Silex board of directors.

NOVEMBER, 1952

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serving America with  
the world's finest  
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HOTEL AND RESTAURANT SERVICE  
PRIVATE LABEL BLENDS  
ABORN'S COFFEE BAGS  
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WELDON H. EMIGH CO., INC.  
San Francisco

## Off-hour profiles

A column about coffee and tea men away from their desks.

### Clarence the showman

Every coffee man should have at least one frustration. His fellows will think more of him, even if he thinks less of himself. To be specific, J. Clarence Levy is known up and down the coast, and is not unknown in the East, because he has an ungratified desire to be in the entertainment business.

He might have been a Frohman or a Hollywood mogul, but fortune placed him in the coffee trade and he proceeded to use his talents as a hobby. The trade can boast of singers, piano players, golfers, hunters, fishermen, a cartoonist and other talents. Clarence is a showman.

In his younger years he was an amateur actor. Later he wrote and produced plays. He was responsible for many productions which toured San Quentin, Alcatraz and Goat Island, now Treasure Island Naval Base, and is still a consultant on amateur productions.

His last official job along these lines for PCCA was handling the entertainment at the 1951 convention at Pebble Beach. The programs showed the skillful direction of a man with a flair for producing entertainment.

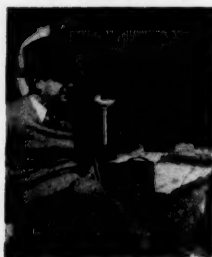
Besides such planned events there was many a program which sprang spontaneously out of occasions when the boys got together. Clarence could do a little reminiscing on those bright hours.

Forty years in the coffee business in San Francisco, 31 years with J. Aron & Co., Inc., salted with Clarence Levy's sense of humor make the story of his life one to remember. He well recalls the days before World War I, when the roasters—believe it or not—came to the green man's office to look over samples and buy coffee; and the days before the invasion of "Eastern houses", which took place just after the war. Those were happy, carefree days of trading, when everybody made money. Fluctuations in the price of coffee ran from two to five points, and there was little risk for anybody.

When Clarence was about to graduate from grammar school, a cousin, Donald Lindo, an old-timer in the coffee trade advised the young man that he was wasting his time going to school and that the chance of a life time awaited him in the firm of Leon Lewin, a coffee jobber. Clarence succumbed, and soon found himself working Saturdays, Sundays and the balance of the week, with no vacations, 13 hours a day, and all at the lucrative salary of \$25.00 per month. He persevered for five years. Then, acting on the advice of his mother, he told Mr. Lewin the doctor had prescribed rest and change.

Clarence remembers vividly Mr. Lewin's reply: "You want a change? Well, come in the other door after this."

There was, of course, only one entrance to Mr. Lewin's



A familiar sight a few years back at PCCA conventions. J. Clarence Levy broadcasting the ball game at Del Monte.

office, which was situated on Front near Pine, the coffee center of San Francisco in those days.

Clarence Levy was in the Navy during World War I, chasing submarines and convoying troops. He received an appointment to Annapolis, but the armistice intervened. He returned home in 1919 and took charge of the coffee department of G. Amsinck and Co. in San Francisco, and later joined J. Aron & Co. Clarence modestly admits that there is no significance to the fact that soon after he left Amsinck that company failed, while J. Aron has since prospered.

In the old days, according to Clarence, San Francisco could boast of two brokers, if it were so disposed, the Bickfords and Cambron. The latter was the "Hawaiian King", and Bickford's E. H. O'Brien was king of everything else. The latter, a man of many sides, was loved, revered and hated. There was no middle ground; you either accepted or rejected him, Clarence recalls.

Clarence says that Leon Lewin, who was born in Poland and lived later in El Salvador, was, as a coffee jobber, the world's canniest—especially after his morning ration of Canadian Club and a few puffs on a pure Havana. You had to love him, Clarence recalls, even if you knew you shouldn't, and it was hard to keep a straight face as he gazed at you benignly, one eye at a time, left eye up and right eye down. It seems he had been dragged face down by a mule in El Salvador.

Mr. Lewin's favorite pastime, when not busy with his Canadian Club, was lunching at Schroder's Cafe, which is still a popular eating place on Front Street. He was joined almost daily by such well remembered coffee pioneers as Ernest Kahl, Ed Polhemus, Don Carlos Lastreto, Benny Older, Percy Holmes, Ed O'Brien, Elliot Cofer and many more, some of whom have passed on and are free from coffee problems.

Another unforgettable character of the old days, as Clarence Levy relates it was Charlie Thierbach, father of the present George Thierbach, known affectionately as "Old Man Thierbach". He was a kindly soul, much liked in the trade, and no slouch in keeping up with Leon Lewin. It must have agreed with him, for he lived to be 90 years of age. Charlie, a Lutheran, attended Temple Emanuel on Saturdays because he liked the Rabbi's sermons.

As has been stated, trading in those days was in many ways not like the tough, hard battle of today. Then fine hard-bean "Guats" were a combination of Mexicans, Salvadors and Nics; "Genuine" Konos were in reality a Salvador "firsto"—all brought about by a good re-sacking job. More "Genuine" Konos were sold than grown.

When "Old Man Thierbach" walked into Leon's office, all work ceased. The force anticipated another battle of wits. The arena was cleared, and the combatants, jiggers in hand, were ready for the fray. Clarence and other members of the office staff, waited breathlessly for the first feint. This was to be chess and high strategy at its best.

"Well Leon, what's new?"

"Nothing, Charlie, what's new with you?"

These were just friendly openings, but the fuses were being set to well placed bombs.

"What are these lots here, Leon?" Charlie gently ran his fingers through the green beans in four trays of greens and roasts, all from one lot, but with different numbers and marked in different quantities as light roast, dark roast and medium roast.

"These, Charlie, are strictly hard bean 'Guats', just ar-



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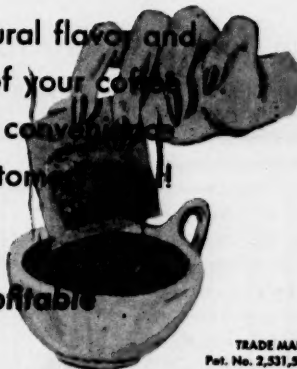
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## Cup Brew Coffee Bags

The natural flavor and  
aroma of your coffee  
plus the convenience of  
your custom-made bag

**Coffee's  
Most Profitable  
Item!**



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## Greetings

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NATIONAL COFFEE ASSOCIATION

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### WITH *You* IN MIND

AAC&R maintains more traffic offices in the principal coffee centers of the Americas than all other American telegraph companies combined—in many centers, the only American owned and operated telegraph office.

### WITH *You* IN MIND

AAC&R System safeguards your messages by using both cable and radio—the only American international telegraph system offering the protection of dual facilities.

— ALWAYS ROUTE YOUR INTERNATIONAL TELEGRAMS —  
"Via All America" "Via Commercial" "Via Mackay Radio"  
**AMERICAN CABLE AND RADIO SYSTEM**  
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## JEROME GUMPERZ CO.

### Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR



"When I say coffee I mean FOLGERS"

rived on the last boat" There was little chance of contradiction here, because there were no manifests in those days.

"Let's put 'em on," said Charlie.

"Clarence!" bellowed Mr. Lewin "Put the water on those for Mr. Thierbach and be careful!" Be-careful was the code for "throw some real Guats in the grind before putting on the water." Then to the back-room for additional Canadians, and when well fortified, they were ready for the fray.

"This is fermented." Charlie threw out cups three and four. "This is sour". And out went cups five and six. "It's between these two; wait till they cool."

As if by a common signal, both returned to the back-room. Even to down the Canadians took time, and when they returned the coffee was as cold as the drinks, so Clarence re-cupped one and two and seven and eight, still of the same lot. After two more treks to the back-room or to "Canada", Charlie finally selected cups one and two, and then the heavy blows of the deal commenced. This centered around the price to be paid. More Canadians were downed, and as appetites were stimulated they would go to Shroders, where Leo would order his customary ration, a triple order of pigs knuckles.

"Tell the cook it's for Mr. Lewin," he admonished, and over a huge lunch of hearty German cooking, the deal was consummated.

There was another deal in which Charlie Thierbach purchased two hundred spot Salvadors, ex-warehouse, before the market closed. Word came of a frost scare in the producing country and the price advanced fifty points.

Leon Lewin rushed to the phone. "Charlie, about the two hundred Salvadors, the warehouse just phoned. They can't find the two hundred bags. The deal is cancelled."

Clarence Levy says he could go on indefinitely. It would take a book to cover the early days of the coffee trade as he saw it in San Francisco. He looks back with the not unpleasant feeling of nostalgia and some sprinkling of frustration. But his memories and hopes are not uncommon to those in the trade who can go back 40 years.

During his own long and colorful career, Clarence has found it possible to combine his coffee vocation with his showman hobby—and the coffee industry has been the more enjoyable for it.

### Passing of Breminer mourned

Members of the tea and coffee industries in the United Kingdom and in other countries are mourning the death of Ernest A. Breminer, managing director of Ernest A. Breminer, Ltd., London.

Mr. Breminer's death came suddenly, it was reported.

The company he headed is one of the leading coffee and tea firms in England.

## Dear Sir

Dear Sir:

For some time we have been intending to write and comment on the excellent material presented in your monthly editions.

It keeps us abreast of the times in the industries, and being in Canada we find the articles on coffee very useful.

Gold Medal Products, Ltd.

Toronto, Canada

## Out of the Grinder

**Why do coffee production costs vary?  
Study pinpoints reasons, hints remedies**

In both Costa Rica and Colombia, human labor is the most important cost factor in coffee production and constitutes two-thirds to three-fourths of the total cost.

This fact has been determined by economic studies of coffee farms in these countries, carried out since 1948 by the Inter-American Institute of Agricultural Sciences, Turrialba, Costa Rica.

Next in importance as a cost factor is the use of the land, which represents one-sixth to one-fifth of the cost. The picking operation consumes the greatest quantity of human labor, followed by weeding. The variations in costs, therefore, are closely related to efficiency in the use of labor and land.

Since the cost per bag of coffee is in direct relation to the efficiency of labor, and since in coffee production picking is the operation requiring the greatest intensity of labor, an additional exploratory investigation has been initiated in Colombia to study this operation.

These investigations have been made under the technical direction of Julio O. Morales, head of the Department of Agricultural Economics and Rural Life of the Institute in Turrialba. Carlos Montañez, economics assistant in the same department, has been in charge of the work in Costa Rica. Francisco Gómez Quiroga, agricultural economist of the National Coffee Research Center in Chinchiná, has been in charge of the work in Colombia.

In Colombia, the studies are being carried out cooperatively with the National Federation of Coffee Growers.

### **Coffee break put on efficiency basis**

Here's a tip for mayors and other municipal officials worried over time lost when city employees leave their desks for midmorning and midafternoon coffee at neighborhood soda fountains and restaurants.

Keep them in the building by setting up a special coffee room where they work.

With the blessing of Mayor Elmer Robinson, San Francisco has done that. The city furnishes the room and employees chip in to buy equipment and the makings. Coffee-break time has been fixed at 10 a.m. and 3 p.m.

The results, according to Max Funk, executive assistant to the mayor, have proven the device a great time saver.

### **Automatic coffee venders reach Japan**

Coffee and cold drink venders have been installed in the three largest railroad stations in Japan by the Far Eastern Sales Co.

But because paper money is the common form of legal tender, rather than metal coins, special slugs have been made up by the operating company. The slugs are sold at each location by girl attendants who also aid new customers in operating the venders.

Far Eastern is also operating in Okinawa and in the Philippine Islands and reports that the people of those countries are fast becoming good vending machine customers.

NOVEMBER, 1952

## GREETINGS

to the 1952 N. C. A. Convention

## COMPANIA PRADO CHAVES EXP.

Established 1887

### Coffee Growers and Exporters

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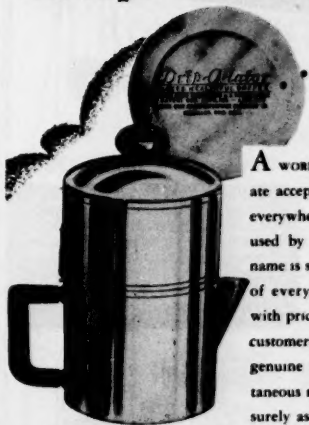
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**RUFFNER, McDOWELL & BURCH, INC.**

**C P C** A guarantee of  
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## Drip-O-lator



A word that means immediate acceptance by coffee lovers everywhere. Always a leader — used by leaders. This famous name is stamped on the bottom of every Drip-O-lator. Point with pride to the fact that your customers are getting the *only* genuine Drip-O-lator. Instantaneous response will follow as surely as night follows day.

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**DENNIS  
MITCHELL  
INDUSTRIES**

## Packettes

*Prints display designs on shipping cases*

**Case printer:** A new machine that automatically prints complete display designs on all four sides of corrugated, fiber and wood shipping cases at the point of packing has been introduced by Adolph Gottscho, Inc., Hillside, N. J., makers of package printing and code-dating machines. The new machine, called the Markoprinter (Markocoder Model #3M-18-4E), is designed to make it practical for companies with varied product lines to print their own cases as they use them, instead of maintaining large inventories of pre-printed cases for each different product and size, or of risking interruption of production schedules as a result of case supply shortages.

Said to be the first packaging-line machine that prints large display copy—including trademarks and all-over designs—with sharp, uniform, "printing press" quality of reproduction, the Markoprinter is placed in a production line following an automatic case sealer or packing station. The machine automatically receives loaded cases, separates them for registration, prints from one to four side panels (and top, too, if required), and discharges them to the next operation—all in a single pass, at production rates up to 2,000 cases an hour.

*Electronic control of net weights*

**Electronic Controls:** How to utilize electronic controls on a packaging line in order to bring about automatic statistical control of net weights is ably described by Roger L. Merrill of Battelle Memorial Institute in a pamphlet report recently released by the Packaging Institute. It's for sale at \$1.00 a copy.

This 16-page discussion, illustrated by eight line drawings and one half-tone, explains the theory of statistical control and asserts that manual measurements, calculations and plottings are much too slow and cumbersome for practical use on high speed packaging lines.

The manual control chart method is very effective for revealing assignable causes of variation but electronic measuring and selectrol devices can weigh every package on a high speed line and automatically adjust filling machines when a predetermined shift in the average weight takes place. This permits a reduction in the extent of overfilling, with consequent economy, without incurring the hazard of underfills.

*Report of court decision on coffee jar explosion brings ideas on reasons why*

A court decision indicating that a coffee jar explosion was the result of negligence on the part of the packer was reported in an article in Food Engineering.

In a subsequent issue, J. E. Tone, of Tone Bros., Des Moines, Iowa, wrote in a letter to the editor that "someone failed to explain to the court what takes place when coffee is roasted and packed in tight containers." Mr. Tone added that it probably wouldn't have changed the decision if it had been explained.

The temperatures of roasting are sufficient to break down the structure of the green coffee beans," Mr. Tone observed.



Besides moisture, there are large quantities of carbon dioxide, carbon monoxide, and some aromatic gases generated.

"If the beans are solid, waxy, and of recent picking, pressures up to 160 psi. can be developed in their structure, especially if the coffee is roasted rather dark.

"If the coffee is not ground, it will take from six to seven days for the pressures in the interstices of the whole bean structure to drop to zero gage pressure.

"You can readily understand that the finer the coffee is ground the quicker the gases escape.

"A drip grind coffee will de-gas to zero pressure in about three days.

"What happened in the case you report was that the lapsed time after the coffee left the roaster until it was packed in a tightly sealed jar was brief.

"Perhaps this packer had a well-designed packing line. This lapsed time might have been only 45 minutes, or even less.

"Thus sufficient gases were held in the coffee to compensate for the vacuum and could create pressures in the jars up to 20 psi.

"Most jars will stand such pressures safely, but unfortunately some have thin spots, especially on the shoulder.

"Again, the jar might have been rapped against some object with sufficient force to rupture it, and the explosion would have been quite violent.

"Safe jar-packing practice indicates that roasted coffee should be allowed to de-gas in the bean for about two days before grinding and vacuum packing in jars.

"Coffee itself is an inert substance, but clearly no adventitious substance was added.

"Explosive conditions were undoubtedly developed by the release of gases occluded in the coffee beans.

"We conceived, developed, and put into production before the recent war the method of packing coffee under pressure. In this process, the coffee is ground quickly after roasting then packed in cans in an inert gas, and the cans then sealed at atmospheric pressure. Although the cans after filling have approximately  $\frac{1}{4}$  inch head clearance, the pressure created by the gases in the coffee will, within 24 hours, be in a range of 18 to 20 psi.

"In developing the coffee-packing process, much was learned about pressures in containers.

"In fact, we had to design cans with domed ends that would stand these pressures without buckling."

#### **1952 coffee exports, local consumption**

It is estimated 400,000 bags will be exported from Ethiopia in 1952.

Local consumption accounts for only about three or four percent of the Ethiopian crop.

#### **the coffee year in review**

(Continued from page 109)

February and March lost ground and reached a low point in April. In the face of this decline, there were many who thought that any bad news could bring about a crisis. Production and demand were about in balance. The Brazilian surplus of about 2,000,000 bags was just about enough for fluctuating movements of coffee out of its ports. It was expected that producing countries would bring about pressure to remove the ceilings. The roasters' business continued to be good, however. Most of

## **HARD & RAND**

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Established 1875

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of  
Green Coffees**

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and

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Comissaria e Exportadora

**Coffee Exporters**

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BRAZIL

**BRAZIL GABRI** — a trademark of quality

FAIRCHILD & BOLTE  
WELDON H. EMIGH CO., INC.  
FELIX J. VACCARO

NEW YORK  
SAN FRANCISCO  
NEW ORLEANS

HONDURAS  
WASHED  
COFFEES



HONDURAS  
UNWASHED  
COFFEES

EXTRA CHOICE

PRODUCTS

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COFFEE IMPORTERS

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New Orleans 12, La.

Stanley Quinn, Maintenance  
Supervisor, Ford Hopkins  
Drug Chain, Chicago, says:

"choose  
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**Now!** "SNAP-IN"  
HEATING ELEMENT

Only Vaculator ranges give you  
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element. Practically eliminates  
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the element yourself—in  
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See your dealer or write today

**Vaculator**

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them were buying at the market, hand-to-mouth as usual, and expecting to average out in their prices.

During the summer of this year, the complaint of the importers continued to be that business was dull. One importer described the state of the coffee trade in a way that might be applied to many other businesses in these United States. He said he had been hearing almost this whole year that business was dull, dull, dull. He was beginning to believe it himself. Certainly there was no excitement. There was little fluctuation in coffee prices. Nobody was buying in any quantity, but they were buying in small lots from day to day. It looked bad. So the firm began to add up for the month, then for the year—and found they were doing as much business as usual. Looking into the national picture, they found that coffee was coming into this country at about the usual rate.

### New attitudes

Coffee comes high by the bag, goes a prevalent school of thinking, and with a ceiling, why should roasters buy anything but the smallest quantity possible for them to keep the plant rolling? Instead of 1,000 or 10,000 bags, it was now 500 or 750 bags. They bought according to the market at the time, eliminated risk and averaged out prices. It reduced problems of financing and storage for the roaster.

As to the importer, there is something going on all the time, even though it is small. The question of timing—to be there when the big roasters are buying—is no longer the problem it was. Now everybody has a better chance, because there are more orders in small units than there are in big ones. And accounting for this condition in part is the belief of some roasters, at least, that they need have no fear of a shortage.

But the coffee business had its diversions in the summer, and they came by way of a ship strike in the Port of San Francisco. Foreign ships were not affected. It did cause worry on the part of roasters regarding their stocks. They rushed their shipments from foreign boats off the docks. Most of them, however, were fairly well supplied. The demand for spots took a spurt, and some importers found a chance to sell stocks at going prices—stocks which, if there had been no strike, might have lain heavily on their hands.

As far as buying during this summer period was concerned, outside of these conditions, it was on a replacement basis. With prospects of a late crop in Brazil, it was thought there might be a squeeze on available stores in view of the fact that Centrals were about cleaned up.

### Effect of ceilings

In anticipation of controls being lifted, the market stiffened, due no doubt to producer buying. This was noticeable particularly on Brazils and Colombians. When, however, the new control law was ruled inapplicable to coffee, there was a drop of from 38 to 66 points, which was just about the amount of the rise. This would seem to indicate the stabilizing effect of the ceilings, according to roasters and importers. It would seem apparent that no great speculative movement could be built up with the prospect of only a few cents rise.

In the period following the steamship strike, roasters were able to have their needs filled again by domestic ships. During the strike, coffee in domestic bottoms could not be moved. At the end of the strike, it is estimated as much as 180,000 bags were released. One im-

porter said that roasters had coffee coming out of their ears, but roasters interviewed indicated that while they had some accumulation, it was not excessive.

No great changes were taking place in the market in late August, but prices were strong and there was a tendency to work up. This was true of Colombians at this time, as the Centrals were pretty well cleaned up. Higher levels were expected by some, and the growers were said to be bullish.

As the trade enters the fall and winter season, green men report that business is better, but buying on the part of the roasters is for their needs only. There is no forward selling. Buying has changed pattern somewhat. Traditionally July was a quiet month, buying would pick up in August, and September would drop off. Now it runs more evenly, showing the spurt, if any, a little later.

The market has been firm in Colombians and milds generally. Supplies are not too plentiful, and many of those offering will not have coffee available until December. There is not so much shipment of coffee available until December. There is not so much shipment of coffee by private exporters in Colombia. It is mostly by the Federation in channels of their choosing.

As for Brazil, high prices in coffee do not lend themselves so easily to controlling the market. Any off-balance of supplies would quickly affect the market. The burden of holding coffee off the market at present prices would create an unusually difficult problem. The full report of the flowering of the 1952-53 crop is awaited with interest.

Thus runs the year in the coffee trade as viewed on the Pacific Coast. There is not much of a range in prices, and the buying is different than in the old days. All that one has to do is to adapt his business to these changes. It is as simple as that.

Or is it?

#### **a fourth dimension for the coffee roaster**

(Continued from page 63)

in 1953. They are the Cincinnati Times-Star, Honolulu Star-Bulletin and Long Beach (Calif.) Press-Telegram.

II. *The Newspaper Grocery Inventory.* A monthly or bi-monthly measure of across-the-counter consumer purchases of competitive brands of grocery products in the local market. It is obtained through continuous audits of retail grocery stores selected to form a panel representative of all stores in the area. Inventory data show: total units sold for each brand; average units sold per store for each brand; total units in stock for each brand; each brand's percentage of distribution; data on point-of-purchase promotion, premium offer, price inducements, etc.

Advertisers use inventory data extensively to measure actual movement of their products at the retail level—considerably more useful information than their own figures on factory shipments to wholesalers and other intermediate points. Inventories also provide a dependable yardstick for measurement of advertising and other promotion tests.

The following newspapers conduct grocery inventories in their markets:

Fort Wayne Journal-Gazette and News-Sentinel, New York World-Telegram & Sun, St. Louis Globe-Democrat,

NOVEMBER, 1952

## *Greetings*

*to the 1952 Convention*

*National Coffee Association*

**G. LUNARDELLI S.A.**

*Coffee Exporters*

**SANTOS — PARANAGUA**

Cable: "LUNAR"

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*REMOVES FUMES—DUST  
FASTER!*

*High Quality*

**PRESSURE  
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*only*  
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### LEADING EXPORTER OF ANGOLA COFFEES

(they are sweet and they will bring  
down the cost of your blends)

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**PORTUGAL**

**LUANDA**  
L. Bressane Leite, 1  
**ANGOLA**  
(Portuguese West Africa)

*Welcome and Greetings*  
*to members of N. C. A.*

•  
ALTA COFFEE

**ALEXANDER-BALART CO.**

SAN FRANCISCO

San Francisco Examiner, Spokane Spokesman-Review and Chronicle, Toledo Blade and Times, Winston-Salem Journal and Twin City Sentinel.

III. *The Diary-Type Consumer Panel.* A monthly or bi-monthly measure of consumer purchases of branded products in a local market. It is obtained through diaries of purchases maintained by families selected to form a panel representing all families in the area.

Panels provide such information as: net change in demand for a product classification, such as regular coffee, soluble coffee, coffee substitutes, etc.; the number and direction of individual brand shifts; cumulative data about each family in the sample; an actual current buying record.

The following newspapers conduct Diary-Type Consumer Panels in their markets:

Chicago Tribune, Cleveland Press, Memphis Commercial Appeal and Press-Scimitar.

Another panel survey has been started by the Baltimore News-Post, the first report to be issued around the end of the year.

IV. *Other Newspaper Research.* Many other newspapers offer many other types of highly useful market and product information in various forms, all of it available to advertisers and agencies. A listing of some of these studies and the newspapers conducting them follows:

A. Retail Distribution of Branded Products: Cincinnati Post, Cleveland Press, Columbus Citizen, El Paso Herald-Post and Times, Evansville Press & Courier, Fort Worth Press, Houston Press, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, New England Market (data for each of 48 New England markets, available through the New England Newspapers

## SOUTHERN CROSS LINE

Brazil to United States  
Atlantic Ports

General Agents

**COSMOPOLITAN SHIPPING COMPANY, Inc.**  
42 BROADWAY, NEW YORK 4, N. Y.

## DODERO LINES

Brazil to United States  
Atlantic Ports

General Agents

**COSMOPOLITAN SHIPPING COMPANY, Inc.**  
42 BROADWAY, NEW YORK 4, N. Y.

**COFFEE**

**STEWART, CARNAL & CO., LTD.**

**IMPORTERS**  
**NEW ORLEANS**

**Direct Connections in Most Coffee Producing Countries**



## Coffee Movement in The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—From: Others	Total	Visible Supply—1st of Month Brazil	Others	Total
<b>1951</b>							
March .....	2,342	1,321	935	2,256	1,244	440	1,684
April .....	1,461	893	812	1,705	1,089	486	1,575
May .....	1,310	741	602	1,343	887	395	1,282
June .....	1,314	778	622	1,400	920	332	1,252
July .....	1,244	738	646	1,384	739	357	1,096
August .....	1,038	470	588	1,067	559	360	919
September .....	1,189	769	401	1,170	836	300	1,136
October .....	1,459	929	410	1,339	998	303	1,301
December .....	1,538	820	592	1,412	1,008	184	1,192
<b>1952</b>							
January .....	2,006	1,150	882	2,037	1,123	211	1,364
February .....	2,138	800	1,041	1,841	926	327	1,253
March .....	1,002	932	732	1,684	1,033	504	1,537
April .....	1,569	908	786	1,694	953	458	1,411
May .....	1,074	617	588	1,205	749	442	1,191
June .....	1,179	616	605	1,221	808	405	1,213
July .....	1,300	756	756	1,512	754	406	1,160
August .....	1,130	645	458	1,103	659	352	1,011
September .....	1,772	974	514	1,488	1,021	366	1,387
October .....	1,724	1,182	819	2,001	1,036	436	1,572

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Advertising Bureau in Boston), New York World-Telegram & Sun, Pittsburgh Press, San Francisco News.

B. Home and Pantry Inventories: Cleveland Press, Des Moines Sunday Register, Houston Chronicle, Los Angeles Times, Washington Post.

C. Other projects in the general category of "opinion and recall" consumer research: Appleton (Wisc.) Post-Crescent—annual consumer buying habit study; Beaumont (Tex.) Enterprise & Journal—housewives' brand preference survey; New York Herald Tribune—continuing home study; Salisbury (N. C.) Post—brand preference survey.

Information based on all the consumer research studies listed above are available to any local, regional or national roaster from the newspapers conducting them. All that's re-

quired is a call or letter to the advertising director.

Or call on any one of the Bureau of Advertising's three offices—located in New York, Chicago and San Francisco. The Bureau has analyzed, collated and tabulated thousands of valuable facts from these studies and from others conducted by its 1,000 member newspapers, along with data produced by its own research department under William G. Bell, research director.

It should be kept in mind, too, that consumer buying information is only one of many kinds of helpful research data available from local newspapers and the Bureau. Among the other types are:

1. Special analyses and tabulations of census data.
2. Product consumption information by regions of the

*Serving The Coffee, Tea & Spice Trade For Many Years*

**Brookhattan Trucking Co., Inc.**

57 FRONT ST.

NEW YORK 4, N. Y.

BOwling Green 9-0780

*Import, Export and Bonded Trucking*

*Riverfront Warehouses*

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

*Free And Bonded Warehouses*

## COMPANHIA FINANCIADORA COMÉRCIO E EXPORTAÇÃO

**Coffee Exporters**

P. O. Box 887

SANTOS, BRAZIL

Cable: "FINANCIAL"

OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE

**IVARAN**  
*Lines*

**STOCKARD & COMPANY, INC., GENERAL AGENTS**

17 Battery Place, New York, N. Y., WHItehall 3-2340

BALTIMORE: 225 E. Redwood St., SARatoga 2807 • PHILADELPHIA: Lafayette Bldg., WALnut 3-2152

**AGENCIA de VAPORES GREIG S/A**

m/s Stockholm  
15 days service from Santos to New York

m/s Alf Lindeberg  
from Santos to New York

Rio de Janeiro  
Avenida Rio Branco 20

Santos  
Praça da República 51



country for most of the important marketing areas.

3. Case histories of advertising and sales successes.

4. Advertising readership analyses showing which copy and layout treatments have been most successful in capturing reader attention.

5. Advertising expenditures in newspapers and other media by national advertisers.

6. Illustrated studies of the "how to" type on advertising techniques.

Local and regional coffee roasters have done a remarkable job of selling their products against the competition of national advertisers. In market after market in all parts of the country you will find a local or regional brand at the top of the list in sales.

The local man's advantage of market concentration may not continue for very long to be the bulwark it is today. Soluble coffee has galloped into the picture, with the national brands in the saddle. And solubles now account for something like 15 per cent of the total coffee business in the U. S. and as much as 25 per cent or more in certain markets.

For the local roaster the continued upward movement of the soluble product means that he will have to push his regular coffee harder than ever or put out a soluble product—or both. Even more to the point, whatever course he takes he must step up his sales, advertising and merchandising activity, and must squeeze every possible ounce of value out of every promotional dollar.

One thing is indispensable to this maximum effort—facts, the manufacturer's "fourth dimension." Facts about consumers, markets, products and competition. Facts that newspapers stand ready to supply.

## coffee in the U. K.

(Continued from page 83)

freely from the sterling area, namely British East and West Africa, India and the West Indies. Imports from non-dollar, non-sterling areas can be made under special license from Brazil, the Belgian Congo, Angola, Indonesia, etc. Currency restrictions, unfortunately, still place dollar areas beyond our reach.

Much as this freedom is welcomed, it has severe limitations, mainly due to the price factor. World prices are still rather frightening to distributors here. Last May, while still under full Ministry control, maximum permitted retail prices were raised to 6s. 2d. per pound for coffee in one-half pound tins, and 5s. 4d. per pound for roasted coffee sold loose.

These are already high prices for us, and the supplementing of supplies from world markets is likely to put them even higher. Although fairly satisfactory sales have confounded the pessimists during the last nine months, nevertheless consumption has already suffered noticeably.

With the modification of control in August and the disappearance of retail price control, the price level will now establish itself through the operation of supply and demand and normal competition, but while some 50 per cent of our supplies come from world markets the present price factor will call for very wise buying on the part of importers.

We look forward to reintroducing specialty coffees eventually, but in the meantime, if consumption is to be maintained at its present level, publicity work must continue more intensely than ever.

## GORDON W. VOELBEL CO., Inc.

Gordon W. Voelbel  
103 FRONT STREET

Henry M. DeHos  
NEW YORK 5, N. Y.

## Coffee

New York Sales Representative: THE EAST ASIATIC COMPANY, INC.

Members: National Coffee Association; New York Coffee & Sugar Exchange, Inc.; Green Coffee Association of New York City, Inc.



## Welcome Back to Boca!

### NCA CONVENTION

**Boca Raton**  
**HOTEL & CLUB**  
**Boca Raton, Florida**

### World's Most Fabulous Winter Resort

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# Editorials

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## Coffee—pivot industry

Among other facts, one especially is likely to be underscored at the coming convention of the coffee trade of the United States—

*The fact that coffee is the pivot industry for economic, political and social well-being in the Western Hemisphere.*

With the coffee industry in a sound state, continued progress in these spheres is possible. With the industry in an unsound state, such progress would face virtually insuperable obstacles.

This fact, decisive for the Western Hemisphere, is for this reason alone of deepgoing significance to the rest of the world, too.

Are these statements self-evident? Of course. And because they are, they are all too often taken for granted, even by coffee men.

Greater awareness of coffee's significance today, within the industry itself, can spearhead a greater understanding among the leaders of our country, and among people generally.

Coffee is big business, bigger even than some coffee men realize.

A better understanding of the industry—of its scope, of the changes taking place within it, of trends likely to shape developments tomorrow—can be found in the wealth of material in this special pre-NCA convention issue of *Coffee & Tea Industries*, formerly *The Spice Mill*.

From importing to roasting, from coffee growing to ocean shipping, from packaging to merchandising, all phases are discussed by leaders in the field.

## Tea promotion in the U. S.

It is welcome news to the tea industry of the United States that tea promotion here will in all likelihood continue without let-up, although on a new basis.

A spokesman for the Ministry of Commerce and Industry in New Delhi has indicated that India is "most willing" to continue financing tea promotion here through direct agreement with American interests.

The report is especially welcome after the earlier news of India's withdrawal from the International Tea Market Expansion Board. The report makes clear that India is not only aware of the need for increased tea sales here, but is ready to cooperate with the United States trade and other producing countries toward that end.

To members of the U. S. industry, working hard in the opening stages of a new, powerful drive to increase hot tea consumption, the report is heartening.

Tea men in this country are convinced by evidence at hand that the tide in tea consumption has been turned, and that with continued promotion the upward swell of that tide can be increased significantly.

India's readiness to cooperate with the American trade to achieve this objective is therefore profoundly encouraging.

Indications are that a direct agreement on tea promotion in the United States would embrace Ceylon and other producing countries. This would indeed be logical, in order to put forth the most powerful effort for the maximum results for all concerned.

The logic arises from the fact that no unblended teas are sold to the American consumer. National industry

promotion can therefore only advertise tea as such, not tea from any one source, unless it is to conflict wastefully with the realities of this market.

Those realities are not always understood. In a recent article, "The Hindu," of India, declared:


"While the United States imports about 30,000,000 pounds of tea directly from India, the rest of her requirements, about 60,000,000 pounds of which are the blended variety, is imported from London. Although the United States does some blending of its own, it relies to a large extent on imports from the United Kingdom. If Indian tea producers could organize an efficient propaganda in the United States, there is no reason to fear that tea interests in that country would suffer in any way, as no tea is produced in the United Kingdom. If the United States can blend a certain portion of her imported tea, it should not be difficult to expand this line of business and blend a much larger quantity."

In all friendliness, we want to point out that virtually all of the tea imported into the United States is brought directly from the producing countries. Moreover, all of that tea is blended by the tea industry here.


Imports of any tea, straight or blended, from the United Kingdom into the United States is entirely insignificant. In 1950, for example, it amounted to 0.001 per cent of United States tea imports.

Continued tea promotion, on the new basis, will turn to advantage the considerable investments in tea promotion which have already been made.

We know the United States tea industry stands ready to cooperate in every way it can.



*Importers  
to the Tea Trade  
since 1846*



**Carter, Macy Company, Inc.**

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

# Tea on upswing in U. S.

1952 tea convention hears tide has been turned,  
plans hard-hitting promotion, elects Winokur president

Tea is finally on the upswing in the United States, it was reported at the seventh annual convention of the Tea Association of the U. S. A., held at the Mt. Washington Hotel, Bretton Woods, N. H.

The conclave decided to intensify the promotion which brought about this turn in the tide, with advertising to be concentrated in television.

News of the withdrawal of India from the International Tea Market Expansion Board, which came shortly after the convention closed, failed to alter the decision of the industry to continue its promotion efforts.

The convention elected Samuel Winokur, of Seeman Bros., Inc., president of the association for the coming year. C. William Felton, of Henry P. Thomson, Inc., Gordon C. Hunger, of the Jewel Tea Co., and Edward J. Vinnicombe, Jr., of McCormick & Co., Inc., were named vice presidents. Edward C. Parker was reelected treasurer and Mrs. Dorothy F. Schneider continues as executive secretary.

Elected to the board of directors were P. C. Irwin, Jr., Irwin-Harrisons-Whitney, Inc.; Angus McAdam, A. W. McAdam Co.; and Robert B. Smallwood, of Thomas J. Lipton, Inc. Also named to the board were Mr. Parker and Mr. Vinnicombe.

Already on the board, in addition to the other officers, were Edward Aborn, Arnold & Aborn, Inc.; Herbert C. Claridge, Salada Tea Co.; E. I. Dannemiller, Dannemiller Coffee Co.; Russell W. Field, Jr., Brownell & Field; Hayes G. Shimp, Jr., Hayes G. Shimp, Inc.; Donovan B. Stetler, Standard Brands Inc.; and George N. Witt, National Tea Packing Co.

In his keynote address, retiring Tea Association President Claridge said there is evidence of a change for the better in the tea picture.

From 1948 to 1951 there has been a steady rise in the movement of tea from wholesale to retail channels for civilian use, he pointed out.

"In round figures for those years, the movement was 83,750,000 pounds, 90,750,000 pounds, 96,000,000 pounds and 98,250,000 pounds," Mr. Claridge explained. "Per capita figures for the same periods are .57, .61, .64—a gain of more significance when you realize it occurred while our population was increasing by 8,000,000."

This rising tide is still a long way from being a flood, he cautioned, but it means the industry is on the move, finally, and in the right direction.

He said he was concerned that many people with interests in tea and coffee have taken the position that any increase in consumption of hot tea must come at the expense of coffee.

"This is a conviction which we have never shared," he emphasized.

He explained that as beverages hot tea and coffee have two basic things in common: they are both hot and they both contain caffeine. "If you take a look at the per capita consumption of caffeinated beverages in other countries," he said, "it will give you some idea of how far tea and coffee—together—are lagging behind. In Canada, for example, annual per capita consumption of caffeinated hot beverages is 1,000 cups. In the United Kingdom it's 1,644 cups. And in the United States it's 884 cups. If consumption of hot caffeinated beverages in this country equaled that in Canada, and if this annual increase of 116 cups was divided on a three to one basis in favor of coffee—the current ratio according to the figures of the A. C. Nielsen Co. consumption would amount to 335,000,000 pounds of coffee and to 22,000,000 pounds of tea. If tea and coffee together increased consumption in this market to equal the United Kingdom intake of caffeine in hot beverages, and the increase of 760 cups was split the same way—three to one for coffee—it would amount to 2,250,000,000 additional pounds of coffee and 145,000,000 additional pounds of tea.

(Continued on page 140)



Left: An international conference at the Tea Association convention. Samuel Winokur (with cigarette), newly elected president of the association, emphasizes a point to Sir Claude C. Corea, ambassador from Ceylon, and David F. Ewen, chairman of the Ceylon Tea Propaganda Board. Center: Among convention delegates tasting

tea brewed in the Army's new urn are Robert B. Smallwood, L. L. Chesson, Joseph Vaskas and Paul Higgins. Right: Men of three nations discuss tea. From left, T. I. Tetley Jones, Arthur L. Sanders, Edward C. Parker and Sir Arthur Lall, consul general of India.



## Selling more tea through grocers

By VIRGIL B. STEWART, Vice President  
Independent Grocer's Alliance Distributing Co.

We all know the substantial margin of profit there is in every package of tea on the grocers' shelves. The government in its OPS regulations has shown tea to carry a greater profit than a large number of items in the food store.

Regardless of the margin of profit, however, the idea of those tea packers is to get them off the shelves and into the hands of the consumer. That also is the aim of every other product with which tea is competing for the consumer dollar.

Recently tea has shown up comparatively better than in past years because of a number of influences that we have seen at work. Part of this increased interest in tea is attributable directly to wholesalers, and part of it to those industry people working with wholesalers.

Our figures show that sales to wholesalers for the recent iced tea season as compared with last year, on our own brand, will represent an increase of approximately 16 per cent. Based on the emphasis wholesalers are placing on stock turnover, which is so important to successful wholesaling, we are reasonably sure this increase will also apply at the retail level.

The advertising material supplied by the Tea Council undoubtedly contributed a great deal to this increase. It was very well received and used to good advantage.

You might be interested in the manner in which our organization distributes display material to our retail store members. We have what we call a poster envelope, which is sent to all stores each week. This envelope contains the regular weekly posters and special over-wire banners or atmosphere material applicable to the current sales events. It is a very simple matter to include any material in these envelopes that the Tea Council has provided.

We made tea an IGA "Feature of the Week" to tie in with National Iced Tea Time. During this week-long promotion, tea was given key space in our newspaper ads and handbills. Special bulletins to wholesalers and retailers told the entire story on tea merchandising. We also talked up the value of tea in our monthly magazine, The IGA Grocergram.

To show you the results of co-ordinated planning for greater tea sales, I would like to tell you the record of one wholesaler who is using what we call the ABC plan—which is no secret.

First, we went into the wholesale territory and made a record of total tea sales in all his member stores for an ordinary two week period. We did this simply to test the results of the plan. Then, we put the plan into effect. It was simply this:

A. The tea department was set up to follow that of the corporate chain stores. The main four sizes of our tea were features, namely  $\frac{1}{4}$  and  $\frac{1}{2}$  pound packages, and tea bags in 48's and 16's. Now, here is an important point—the tea department was located near the checkout counter on a gondola or it was mass displayed on a gondola opposite the meat counter. That was the first step in setting up the department.

B. Prices on all teas were checked to make certain they were strictly competitive and followed exactly the prices that were being featured in that territory's local newspaper and handbill advertising.

C. The final step was to place an unusual display in the tea department and a compelling banner in the store windows. This called Mrs. Consumer's attention to our brand of tea and carried at the same time a reminder to

(Continued on page 139)



In on the birth of a tea convention tradition were these players (left) in the Bretton Woods, N. H., softball match between the Tea Club, New York City, and the Tea Trade Club of New England. Squatting the front row are (from left) Dominic Vastis, D. L. Peterson, Arthur M. Koster, Angus W. McAdam, Joseph Dziak, G. B. Dickenson, Robert A. Lewis, Jr., and Lt. Colonel J. S. Kujawski. In the next row, kneeling, are Charles J. Gratale, William MacMalville, Angus M. McAdam, William L. Kasper, Allan McKissock, Jr., A. J.

Grille and Carl Seemar, Jr. Among the standees are O. J. Conway, David Davies, Leslie Porter, Robert S. Smallwood, William J. Neville, Fred Vollmer, William Pokorny, Hayes G. Shimp, Jr., Robert Irwin, J. L. McCormick, Samuel Winokur, P. C. Irwin, John Slater, A. R. Perrin, Tom Shea and Jacobus Frank. Center: A. R. Perrin, at bat, swings at a lampping one, That's P. C. Irwin, Jr., behind the catcher's mask. Right: Part of the gallery.



## Tea and TV

In one of the most concentrated campaigns the tea industry has yet launched, the Tea Council is putting all its funds for hot tea advertising this season into television.

A half million dollars is being spent in 20 weeks, starting November 3rd, for television spots in ten cities.

The decision to launch this intensive barrage for hot tea came as a result of a 26-week TV spot advertising test made in Syracuse, N. Y., last spring by the Tea Council.

Edward M. Thiele, account executive of the Leo Burnett Co., Inc., advertising agency for the Tea Council, told the seventh convention of the Tea Association of the U.S.A. that the ten cities selected account for about one-third of the grocery sales of America and nearly half of the hot tea sales. Moreover, they contain half the nation's TV sets.

The cities are New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, Pittsburgh, Washington, Baltimore and Providence. The campaign starts November 3rd.

The Syracuse test saw tea consumption was increased by 18.6 per cent in TV homes as a result of the Tea Council's spot advertising.

With sound movies, Mr. Thiele showed the convention examples of the TV spots.

In the ten-city campaign, the television advertising consists of six films in two versions, a one-minute treatment and a 20-second one. The first contains instructions for brewing tea and will be broadcast to daytime audiences. The 20-second version is being programmed primarily at night between popular network shows.

Syracuse was chosen for the test as being closest to a typical tea city, Mr. Thiele reported to the convention. In people, industry, tea distribution and climate, it was representative of other cities in northeastern and central United States.

The test was set up to measure per capita consumption, rather than retail or wholesale movement of packaged tea. Tea consumption by two groups was measured, one group of 500 women which was exposed to the TV tea advertising, and a control group of 700 women which was not. Each group made a record of non-alcoholic beverage consumption in the home two weeks before the advertising started and

again two weeks after the advertising had been running for six months.

During the test period, 15 television spots per week were broadcast in Syracuse—a deliberately heavy schedule for three reasons, Mr. Thiele declared.

"First, research experts tell us that ordinarily it takes at least two years to measure the sales effectiveness of an advertising program in terms of increased consumption or sales," he explained. "Elmo Roper emphasized this fact and suggested that the amount of advertising used in a single tea season should be increased to approximate the weight of two years' advertising if it were to be measured in one season.

"The second reason was to make sure that the measured results would be sufficient to be significant. An increase of two or three per cent might be subject to question or even statistical variation. It was felt that an increase of four or five per cent would be needed to be conclusive.

"And third, if the test proved successful, it was necessary to have significant results as a basis for projecting the advertising to other markets in a practical way—in other words, to help determine how many spots are needed in a market to do an effective job of creating tea sales."

Results of the tests showed the TV impact clearly. Citing percentages and breakdowns for the TV test group and the non-TV control group, Mr. Thiele summarized the results as follows:

1. The advertising was seen, heard and remembered by virtually everyone in Syracuse exposed to television.
2. Specific sales points for tea registered with them.
3. Their attitudes toward tea showed definite improvement.
4. They now make better, hotter, stronger tea.
5. They have increased their consumption of tea significantly.

In order to squeeze every cent of value out of the TV advertising in the ten-city campaign, the Tea Council has made available store materials specifically designed to connect the broadcast commercials with tea at the point of sale, Mr. Thiele declared.

(Continued on page 140)



Left: Determined New York tea men keep a close eye on the game. From left, Dominic Vaskas, G. B. Dickenson, Arthur M. Koster and Joseph Disiki. Golfers got in their licks, despite rain one afternoon.

The threesome includes Richard Steer, Gibson Wright and Lansing P. Shield. In the foursome are, from left, L. L. Chasson, Wayne Davis, Paul Higgins and Roy Bain.

★ Tea convention report highlights

## We had fun, too!

Business meetings aside, the seventh convention of the Tea Association of the U. S. A. at the Mt. Washington Hotel, Bretton Woods, N. H., will be remembered as the one at which tea folk really let go and had fun.

So much so that tea men are looking with a mixture of anticipation and trepidation toward the social plunge at the eighth convention. Will the eighth take up where the seventh left off?

The high point was the event innocently scheduled for Monday night as a barn dance. What the program did not indicate was that the Tea Trade Club of New England, hosts for the evening, would somehow inject into the atmosphere a mounting feeling that this was the time and the place for tea folk to let down their hair and have a good time.

As people drifted into the dining room in their costumes, it became clear the night would be one to remember. Usually staid tea men and their wives ambled by in outrageous take-offs of the farmer. Strange mustaches and beards stuck out on grinning faces. Farmers' hats, red handkerchiefs and bonnets for the ladies, supplied by the Tea Trade Club, made familiar people look astonishingly different.

None looked more different than the two Bills—C. William Felton and William F. Treadwell. Bill Felton was outfitted in a ludicrously tiny hat, a thick, foot-long beard and wide galluses. Treadwell flopped around in a false face and huge shoes, dragging by the neck a plucked chicken.

Only when it plopped unexpectedly onto the table in front of you and you touched it gingerly with a finger did you find it was made of rubber. You also discovered, when Treadwell raised his foot, that on the bottom of his shoes was lettered: "Take Tea—and See!"

On their way into the grand ballroom for the barn dance proper, conventioners came upon a farmyard in the lobby. Inside a picket fence on a floor of hay were chickens, lambs, rabbits, pigs and a calf which every once in a while lifted its voice in a mournful bellow.

Piled inside the fence were fruits and vegetables of all kinds, and to the conventioner guessing most closely their quality a prize was awarded. The most knowing eye, it turned out, belonged to Carl I. Wood.

Honors for the best get-up as a lady farmer went to Mrs. William Keogler, Jr., while the male award was captured by O. J. Conway.

The theme song of the convention established itself early, on the special train which left New York Saturday night. It was inevitable, once the tea men saw the article by Bill Felton in the September, 1952, tea convention issue of *Coffee & Tea Industries*, formerly *The Spice Mill*. A prediction of the tea picture 75 years from now, the article was entitled "I Am a Tea Bag."

As the train rolled into the night, the words and the quartets took shape. The song continued to ring out during the convention, so much so that when Bill Felton took the rostrum to chair the forum on the closing morning, all he could bring to the job was a voice between a wheeze and a croak. Nevertheless, he conducted the forum so well, it developed into one of the best of the sessions.

Sung to the tune of "I Had a Dream," the words of the parody ran:

I am a tea bag  
You are one, too.  
Mine is the best bag  
Because it looks like you.  
Come, sweetheart, tell me—  
Now is the time—  
I am a tea bag,  
Won't you be mine?

Other social events included a cocktail party Sunday evening, with the allied firms as hosts. After the business session Monday, a large group of conventioners took advantage of the clear weather to take the Cog Railway to the 6,293-foot top of Mt. Washington. They came back wind-blown, chilled and excited, and with tales of ice falling from observation towers on the summit.

Tuesday afternoon the Board of Directors of the Tea Association were hosts at a cocktail party. That evening, in sharp contrast to the barn dance the night before, the conventioners were in tuxedos and formal gowns.

On the sports side, the convention saw the birth of what may become a tradition—a softball match between New

(Continued on page 138)



Quieter moments during the mad, memorable night of the barn dance tendered by the New England Tea Trade Club. Relatively sedate for the camera were these costume finalists (left). Among them were (from left) Mrs. C. W. Felton, Mrs. Carl I. Wood, Mrs. Edward Barnes, Mrs. and Mr. Oscar Gorenflo, Mrs. William Keogler,

Jr., William F. Treadwell, William S. Jebb, O. J. Conway, C. W. Felton and Robert Compton. Conventioners were astounded to find this barnyard, complete with hay, vegetables and livestock, in the ballroom lobby the night of the barn dance. They did social dancing, too, as the picture at the right proves.

# "Idea mart" digs up trade views

Fewer and standardized tea packages on the grocer's shelves, use of the term "tea bag" or "tea ball" instead of both, an increase in public sampling as a tea promotion measure and investigation of the family-size tea bag were recommended by members of the industry at the Idea Mart, a forum session at the seventh convention of the Tea Association of the U.S.A.

The session was chaired by C. William Felton, vice president of the association, who managed nobly in spite of a voice which had almost disappeared as a result of heavy quartet singing during the convention's lighter moments.

So successful was the forum that it seemed assured the Idea Mart would become a feature of tea conventions in the future.

The question of tea bag vs. tea ball was raised by Max Margolies, of the Tea Pack Co. J. Roman LaCroix, of Standard Brands Inc., said his firm had recently changed from the use of tea ball to tea bag. Further investigation and adoption by the association of one term as the preferred one was suggested.

Russell Field, Jr., of Brownell & Field, reported that after looking into the matter of tea package variety the Junior Board of Directors felt a minimum number of sizes was advisable. Awkward prices are required by 10's and 8's in tea bag packages, he said, and in addition those sizes don't encourage family use of the beverage. Too many sizes, shapes and weights in tea packages also tend to confuse the consumer.

He recommended two sizes for bulk tea— $\frac{1}{4}$ 's and  $\frac{1}{2}$ 's; three sizes for tea bags—16's, 48's and 100's.

Donald L. Peterson, of the Wm. S. Scull Co., indicated that test efforts are getting a good response on family-size tea bags sold through groceries. Half-ounce tea bags make a quart of the beverage.

It was reported that Cain's Coffee in Oklahoma City and Marshall Field in Chicago were using a family-size tea bag, but in the  $\frac{1}{4}$  ounce size.

Sam T. Brinton, of the Stokes & Smith Co., indicated that as far as the packing machinery is concerned, production of the large tea bags was practical.

E. H. Seiling, of the Seiling Urn Bag Co., told the forum that in connection with development of the family-size tea bag, he was prepared to put out a two-quart iced tea barrel for home use.

Anthony Hyde, president of the Tea Bureau, cautioned that to keep in line with the two-ounce formula, the family-size tea bag should be  $\frac{1}{2}$  ounce for a quart of the beverage, and one ounce for two quarts.

The family-size tea bag was a good idea, Mr. Hyde felt. It will tend toward greater home consumption of the beverage. The tea could be made in the morning, for example, and could be drunk all day.

George Friedman, New York tea broker, recommended tea sampling in department stores and in other places as a promotion method. Mr. Felton commented that sampling was one of the ideas he had always felt could be effective.

Also suggested was a Tea Center for New York City, like the one in London. It would be a focal point for tea promotion and demonstrations, suggested Robert B. Smallwood, of Thomas J. Lipton, Inc. In addition, the Tea Association could have its offices there.

Iced tea all year 'round was emphasized by Edward J. Vinnicombe, Jr. It's already true that some hot tea is served in the summer and iced tea in the winter, he said. Experience in many restaurants indicate the idea is not only practical but profitable, he added.

Other ideas which came up at the forum included encouraging the use of milk and sugar with tea. This way of drinking tea is characteristic of the high tea consumption countries, it was pointed out.

A plea to stop free deals in tea merchandising and to get back on a sensible sales basis drew a warm response from the gathering.

## Taste of tea

The taste of tea runs parallel with its content of ethyl acetate-soluble polyphenols, but its aroma parallels its essential oils, according to Koryo, a Japanese flavor and perfumery magazine.



Left: In sharp contrast to their barn dance get-ups, tea folk took to more formal wear the evening of the Board of Directors' reception. Seated, from left, are Mrs. J. Grayson Luttrell, M. L. Evans, Mrs. W. T. Bell, Jr., Mr. Luttrell, Mrs. P. J. Donahoe, Mrs. Edward



J. Vinnicombe, Jr. Standing are Mrs. Lorimer Blitch, Lieutenant Colonel Bell, Mrs. Evans, Mr. Vinnicombe, Mrs. Dorothy Schneider, Walter Cusack, Mr. Donahoe and Mr. Blitch. Right: The bridge and canasta tournaments in full swing.

★ Tea convention report highlights

## Making restaurant money with tea

By J. FRED VOLLMER, President, National Restaurant Association

So large a part of the food dollar is now spent on meals prepared and served outside the home that the food service industry now ranks fourth in size among all the industries in our nation, well ahead of such giants as the petroleum industry and the public utilities, and actually surpasses in dollar value the total amount spent on new and used cars.

About 55,000 of the nation's leading restaurants do nearly 80 per cent of the total industry volume.

Today there is one restaurant for every 700 persons in the United States. The number and wide variety of food service establishments place facilities for "eating away from home" within the reach and pocketbook of all individuals.

As you probably know, the restaurant industry has a high percentage of mortality—90 per cent of the restaurants go bankrupt within five years of their inception—a fact which probably has burned much more deeply into your consciousness than mine.

Naturally every restaurant owner is seeking ways and means of increasing his net profits, and I sincerely hope that your campaign to increase tea sales will bear fruit, as every restaurant man is very conscious that it costs twice

as much to serve a cup of coffee as a pot of tea. You would probably be amazed at the effectiveness of your campaign.

A restaurant today must have air conditioning. Formerly, we ran our cooling systems from June to September. Now our air conditioning systems operate from March until late in December. The season for iced tea, too, has increased. It is no longer a summer drink, but is served in most Northern cities from March to December, and often throughout the winter.

I know that my own company's iced tea sales have increased 20 per cent, but whether this is because we do a better job of brewing tea—something for which our association may partially take credit—or whether it is because of your association's sales promotions, is more than I can tell.

You have a uniformly excellent product. I have never found a poor basic tea mixture, as I have found in some other beverage products.

As a restaurant operator, I would suggest that your salesmen check us on the quality of the tea served—not only during the summer months, but during the winter

(Continued on page 138)

*Direct Importers and Blenders for  
distributors of private label teas*

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INCORPORATED

230 PARK AVENUE, NEW YORK

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Member: Tea Association of U. S. A.

**HALL & LOUDON**

ESTABLISHED 1898

**TEA BROKERS**

We offer a comprehensive Tea Brokerage  
service based on experience of many years.

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## Tea promotion and the grower

By DAVID F. EWEN, Chairman, Ceylon Tea Propaganda Board

Unlike the Central Tea Board in India, the Ceylon Tea Propaganda board is not a government institution. It is financed entirely by the producers in Ceylon and the application of its funds lies almost entirely in its hands.

The members of the board are nominated by the government, but as far as the industry's representatives are concerned, this is done with the recommendation of such bodies as the Planters Association, the Ceylon Chamber of Commerce, and the Low Country Products Association. Two departments of government are represented on the Board, the Treasury and the Ministry of Commerce and Industry, but the non-official members have a majority of ten over the officials.

Funds for promotion campaigns are collected from producers with the aid of the government in the form of a cess on exports at the rate of about 1/2d per pound.

Now we in Ceylon attach great importance to our tea, not only because we think it is the finest grown, but because its export plays a vital part in the island's economy, being responsible for over 60 per cent of our total exports.

As you know, Ceylon is a small country with a population of roughly 7,500,000. It is also one of the newest

independent nations of the British Commonwealth. It has already established a reputation, however, throughout the world as being the most politically advanced and stable country in the whole of southeast Asia. It is thus not only a bulwark against Communism, but a focal point of the efforts of the Western world to raise the standards of life of all the many millions in that part of the world. But the people of Ceylon can only be expected to pursue this highly desirable course if their own economic stability can be assured by the export, at fair prices, of their cash crops, of which, as I have already remarked, the most important is tea.

Needless to say, this necessity is fully realized in Ceylon by all interested in the tea industry, which naturally includes the government. For that reason every effort is made not only to increase yields from the land cultivated in tea, but to improve the quality of the manufactured product. To these ends constant experiments are carried out, not only by individual companies and owners of tea estates, but also by the highly organized and equipped Tea Research Institute.

You know, of course, that the growers of tea are con-

(Continued on page 137)

IHW<sup>T</sup><sub>E</sub>

### Protect Your Teas

Store Tea chests close together and keep them sealed.

Store Teas in dry, cool place away from aromatic commodities.

Educate retailers and consumers to take this precaution.

Avoid packing Teas in uncoated cardboard cartons or next to untreated paper.

Pack Tea Bags at frequent intervals to keep the tea fresh.

Insure steady supply of fresh Teas by buying them "to arrive".

### IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

#### TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)



# India, other producers, ready to continue promotion here with U. S. trade tie-in

Aggressive promotion to enlarge the tea market in the United States, with producer cooperation, will continue.

This prospect took shape with the announcement by a spokesman for the Ministry of Commerce and Industry in New Delhi that India would welcome the assistance of American business interests in tea promotion.

Earlier India had made known a decision to withdraw from the international Tea Market Expansion Board.

The world's largest producer and exporter of tea, India had been contributing £375,000 pounds to ITMEB, about 50 per cent of its annual expenditures.

The main reason for discontinuing membership, officials explained, was that India felt she was not getting commensurate benefit from the board's work and had decided to finance its own campaign in the United States with the money.

New Delhi would be "most willing" to enter into direct agreement with American interests on terms that would be beneficial to both nations, the spokesman declared.

With Ceylon's evident readiness to cooperate in efforts to expand tea consumption in the United States, it appeared likely that the new basis for American tea promotion would include that country.

The Ceylon Tea Propaganda Board voted to send a dele-

gation to Richard Senanayake, that country's Minister of Commerce and Industry, to ask for government representations to India on continuing the promotion of tea.

In the United States, news that India is willing to continue intensive tea promotion here, through direct agreement, is considered gratifying by the tea industry.

It is universally agreed in the trade that a campaign for tea, backed by India and Ceylon, with American cooperation, would be most effective, since virtually all tea is consumed in blends.

The statement by the New Delhi spokesman was made in comment on reports in India that the Tea Association of the U.S.A. was sending representatives to discuss with officials of that country the American tea set-up.

Edward J. Vinnicombe, Jr., vice president and chairman of the executive committee of the Tea Association, is on a goodwill tour of the tea producing countries of India, Ceylon, Pakistan and Indonesia, it was announced by Samuel Winokur, president of the association.

The purpose of the trip is to talk to government and industry officials to learn firsthand of the problems which these countries face in marketing tea in the United States. Mr. Vinnicombe is also reporting to the producing countries on marketing conditions in the United States

## YOU CAN BET YOUR LIFE

**that we have the outstanding package  
and the right blend for you.**

1. The high grade standardized blend of Ceylon and India teas which makes your tea bag the most enjoyable. You never tasted finer.
2. Your carton, individually designed, not any old imprinted stock carton.
3. Inner lined.
4. Outside cellophane wrapped for ultra protection.
5. Tangle-proof bag.
6. Attractively designed tags, matching your carton colors.

**YOU NEED THIS TYPE OF PACKAGE TO PROMOTE YOUR BRAND SUCCESSFULLY**

***Inquire about this outstanding service . . .***

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Staten Island 10, N. Y.

and on the joint campaign on behalf of tea now being conducted by the Tea Council in the U.S.A. He will visit the tea growing and manufacturing areas, to help strengthen the trade ties between these countries and the U.S.

Mr. Vinnicombe's trip was authorized by the Board of Directors of the Tea Association following announcement that the government of India had withdrawn its support from the International Tea Market Expansion Board.

#### **Tea promotion and the grower**

*(Continued from page 135)*

cerned with markets, many of them very extensive, in all parts of the world. Nevertheless we recognize that in America, thanks to its size, wealth and current low per capita rate of consumption, there exists the possibility of prodigious expansion of sales.

We also appreciate, I can assure you, the many problems attendant on the promotion of sales in this country and we therefore strongly endorse the cooperative efforts of the U. S. tea trade and the tea producing countries to promote tea through the techniques of mass advertising adopted by the Tea Council.

I am convinced that it is only by such cooperative efforts that we can expand significantly the use of the product to which all our lives are bound. This effort is, I feel, in keeping with the modern trend and constitutes, in a small way perhaps, an example which the nations of the world might do well to follow. While we fully realize the difficulties of expanding consumption in this market, we are convinced that given the money and the time, plus the energy and enthusiasm which you the U. S. trade so abundantly displays, we cannot but succeed.

## **Tea is derationed in United Kingdom after twelve years**

On Monday, October 5th, tea was derationed in the United Kingdom, and all other restrictions on the sale of tea by wholesalers and retailers were lifted, too.

Tea had been on the rationed list since July 9th, 1940.

The first free auctions in Mincing Lane, a gala affair, were televised by B. B. C. Members of the trade were surprised by trends in the sales. Clean low grade teas went up, as expected, but quality teas also rose in price, from 2d. to 4d. a pound.

At the time when tea rationing was instituted, the average Briton consumed nine and one-half pounds of tea a year.

Rationing cut tea consumption considerably. Britons were allowed two ounces a week a person, and this resulted in a per capita yearly consumption of eight and one-fourth pounds.

There were fluctuations since the original rationing order. Recently the allowance for each person more than five years of age had been three ounces a week. Persons past 70 years of age were allowed three and one-half ounces.

#### **Tea in Italy is seasonal**

Tea consumption in Italy is seasonal, i.e., from October to April. Iced tea is almost unknown, for during summer people prefer other iced drinks.

### **Branch Sales**

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## ***Tea Importers***

# **HENRY P. THOMSON, INC.**

**120 Wall Street**

**New York 5, N. Y.**

**Member: Tea Association of the U. S. A.**

## Abernethy elected president of Tea and Coffee Association of Canada at convention

C. W. Abernethy, of Thos. J. Lipton, Ltd., Toronto, was elected president of the Tea and Coffee Association of Canada at that organization's recent fifth annual convention at the Seignior Club, Quebec.

An attendance of 143 discussed all phases of tea and coffee importing, processing and merchandising in Canada.

The golf tournament, one of the big recreation events at these conventions, was rained out this year.

### Making restaurant money

(Continued from page 134)

months. You do have the advantage during the summer months in that a much better job is being done in serving iced tea than iced coffee.

Don't be complacent in the thought that your industry's present promotional efforts to increase tea consumption will automatically increase consumer demand for the product in restaurants. It will to a degree, of course. But why be content with that? Why not hit our market even harder and be sure of getting consumer demand in restaurants—and perhaps be more certain of the availability and service of your product than you have been heretofore.

The tea industry has been doing a creditable job of

selling the idea of tea service at the National Restaurant Show for the past several years. Much greater effort should be expended in this direction. Here in this one show you have an opportunity to tell your story to an audience of nearly 25,000 restaurant owners and operators who have traveled great distances for the specific purpose of getting new ideas.

### We had fun, too!

(Continued from page 132)

York's Tea Club and the Tea Trade Club of New England. A hilarious affair, it wound up in a draw, 11-11. At the barn dance a drawing was held to break the tie, and New York won.

Awards were presented to the man on each team judged most valuable—Lieutenant Colonel J. S. Kujawski and Harold L. Suttle.

Despite a drizzle Tuesday afternoon, golfers used the other days to get in some good rounds on the Mt. Washington's superb course.

Winner of the men's medal play was Edward T. Down, with a low gross of 76.

Low net winner was Edward Thiele, who went around in 116 for a net of 65. Frank T. Waters was on his heels, with a gross of 92 and a net of 67.

The kicker's handicap for men the first day saw Henry P. Thomson, Lorimer H. Blitch and Gordon Hunger come in the winners. Mrs. C. William Felton led the field on the distaff side.

In the second day's play, the kicker's handicap was captured by Edward Aborn, Joseph Diziki and J. O. Peck-

## TEA TRADE AND INDUSTRY

A monthly journal devoted to the cause of the Tea Industry and the Tea Trade the world over.

*Sponsored by the Calcutta Tea Merchants' Association.*

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## BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

### QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

ham. It was the Peckhams day. Mrs. Peckham took the women's honors, followed by Mrs. D. R. Harper.

Thomas W. Kelly put a ball two and a half feet from the fifth hole to win the nearest-to-the-pin award. The runner-up in this category, Mrs. Charles A. Fielder, was 18 feet from the pin.

In canasta, the winners were Mrs. J. G. Luttrell, Mrs. Arthur Sanders and Mrs. R. H. Rodney.

In addition to the prizes in the various competitions, many of the awards, donated by tea companies and allied firms, were presented as door prizes.

The convention extended its appreciation for a memorable event to the convention committee: Hayes G. Shimp, Jr., chairman; J. Roman La Croix, vice chairman; Russell W. Field, Jr., vice chairman; Edward C. Parker, treasurer; and Dorothy F. Schneider, secretary.

### Sell more tea through grocers

(Continued from page 130)

the retailer to follow through on the promotion.

That is all there was to it. After a two month period elapsed, a second record of sales was made and compared with the result obtained for the period before the plan was put into action. You are going to be amazed at the results. This is what happened:

Compared with weekly sales before the test, we found that weekly sales on our controller label tea were up 71 per cent. But here is the important point—all tea sales other than our own brand increased 22 per cent. An example like this makes us believe that tea is really big business and can be a lot bigger. This wholesaler is now even more than ever one of our largest tea outlets.

There is one weak spot in this story. After six months we checked these stores again and some of the displays had returned to their original disorganized arrangements.

This, we think, happened because these retailers were distracted by one thing or another. The wholesaler's supervisors could not keep the departments in order and still work on hundreds of other items. The store personnel either would not, or could not make the simple check that would have insured the tea department's existence as we had developed it and which, of course, would have helped continue sales on the same high level.

### Better job on tea

Naturally, we as wholesalers, are interested in anything which can help at any level of tea distribution. We just recently conducted a survey among a large group of wholesalers to find out what help they needed in doing an even better job on tea.

You may be interested in a few of the questions that were asked and the answers received.

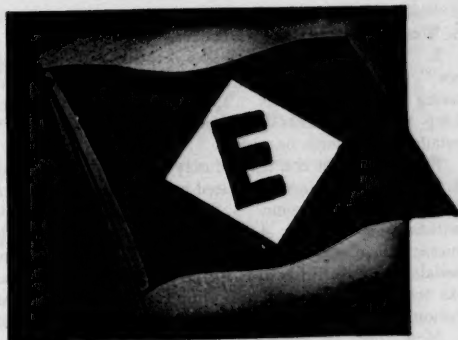
A. "Are you interested in selling more tea?" One hundred per cent said yes.

B. "Why?" Profit is high, and greater volume would mean more profit to them.

C. "Has the promotional material supplied by the tea industry helped to increase sales?" To this 75 per cent answered yes and 25% answered no. Of those answering no, a great many admitted that they realized there was some difficulty of stocking, distributing or displaying tea which entered into their failure to show greater totals.

D. "Have you any suggestions as to what tea company salesmen can do to help sell more tea?" We have just three answers: 1. Follow through on tea departments.

NOVEMBER, 1952



*Serving*

### MEDITERRANEAN

BLACK SEA	RED SEA	INDIA
PAKISTAN	CEYLON	BURMA

## AMERICAN EXPORT LINES

37-39 Broadway, New York 4, N.Y.

**THERE'S A  
DIFFERENCE  
IN TEA—  
  
AND  
TENDER LEAF  
BRAND  
PROVES IT!**

**ALL THE  
FLAVOR  
YOUR CUP  
CAN HOLD!**




PRODUCTS OF STANDARD BRANDS INCORPORATED



2. Follow through on advertising, putting up the material.
3. Work closer with the warehouse.

E. "What can tea companies do to help you sell more tea?" Here are some of those answers: 1. Pack advertising material in cases. 2. Instruct salesmen to help keep tea departments in shape. 3. Offer incentives to retailers, premiums or cash.

F. "What can the tea industry do to sell more tea?" 1. Tie advertising in with related items. 2. Stress tea break for women in the home. 3. Continue and enlarge on institutional advertising. 4. Encourage tea companies to offer incentives to retailers. 5. Produce additional store materials, like colorful badges for clerks to wear. 6. Organize tea department well and simply. 7. Use more institutional advertising, stressing the economy of a cup of tea.

Now, there are some questions and answers direct from wholesalers. The information could well be given serious consideration in your future planning for improving present activities and adding new ones.

We strongly urge the industry to continue to pack high quality teas, to continue and increase the amount of national and institutional advertising, and to work just as closely as you possibly can with the wholesaler and the independent retailer.

Give us information on the present and future outlook. Check the stocks and be sure to let us know of any particularly important information on special sales or promotion sufficiently in advance to make the best possible use of it.

We have demonstrated that retailers, with the help of their wholesale house, can develop tea departments which

are capable of producing excellent results. But the tea companies, and the entire tea industry must see that their personnel cooperate to keep the departments growing.

### Tea and TV

(Continued from page 131)

Among these store materials are motion displays showing a television set and the "What a Difference!" theme; shelf stoppers in three designs; store pennants and banners for windows, over-wires or mass displays; and "Take Tea and See" and "What a Difference!" teapots.

"Perhaps the most important service that tea packers can perform is, through their salesmen, to help get the success story of this new campaign over to every individual in the grocery and restaurant trade that can influence the sale of tea," Mr. Thiele stressed. "Let's let our own confidence in the success of this advertising ring throughout the trade. Let's build up in their minds the conviction that people are talking tea, thinking tea, and drinking tea—that the tea industry is off to a running start. It hasn't got its full head of steam yet, but the fire is lit and we're on the way!"

### Tea on upswing in U. S.

(Continued from page 129)

"The reality of the situation is simply that tea and coffee are in business together—in the same market—both with tremendous as yet untapped potentials. Sitting side by side, tea and coffee can drive the hot caffeinated beverage business up a steadily rising sales curve—to the profit advantage of both."

Lansing P. Shield, president of the Grand Union Co., said American business must adopt a platform that will give the American people what they want out of life or "face continual harassment from politicians."

He declared political platforms are shaped to meet the desire of the common man and that American business should shape its own policies to give the people what they want.

Free Asia has a strong will to resist communism and there is every hope that it will remain democratic, General Carlos P. Romulo, Ambassador from the Philippine Re-

(Continued on page 145)

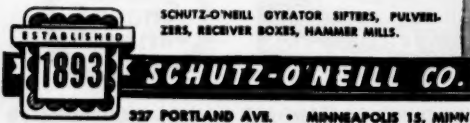


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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## India's pepper industry

By VALALE I. CHACKO

*A familiar name in India, Valale I. Chacko is a writer and radio commentator on the country's plantation industries.*

*Mr. Chacko has been associated in key positions with the planting industries in South India. He attended the First Plantation Tripartite Conference, as a member of the Mysore Plantation Committee. On the Indian Coffee Board since 1947, he became chairman of its Propaganda Committee two years later.*

Since 1941 India has been the principal supplier of black pepper to the world market. In the early days of Western trade with the East, pepper figured as one of the most important commodities, and all of it came from India—until the Dutch successfully propagated the pepper vines in their Eastern colonies.

The Indian position as a world supplier of pepper underwent a long period of eclipse after the middle of the 18th century. World War II helped to bring Indian pepper into the world market again, and during 1951, of the total 23,600,000 pounds imported by the U. S. A., 22,000,000 pounds came from India.



Pepper is grown along the southwest coast of India in the submontane tract known as Malabar and Travancore-Cochin. This traditional home of pepper accounts for about 95 per cent of the entire Indian crop, the remainder being produced in Coorg and South Canare to the east and north of Malabar. The total Indian area under pepper is taken as 87,000 acres in Malabar and 4,000 acres in South Canare. Travancore is supposed to have 102,000 acres under pepper.

The government statistics of areas under crops relate to acres that have pepper, not to actual area under pepper alone, so any direct linking of acreage to production on the basis of any known yield per acre can lead to wholly wrong conclusions.

The vagaries of weather, local crop fluctuations and the quantity that growers retain combine to make any reliable estimate of production nearly impossible. But these difficulties have been overcome, owing to certain developments during the last six years, and it is possible to arrive at a fairly accurate estimate of production.

During 1947, controls over export were removed by the government and the resulting price increase brought out during 1948 most of the stocks long held by the farmers. By the end of the 1947-48 season, the pressure for supplies was so great that some farmers resorted to picking as early as August, 1948. This premature picking cost the industry dearly, since it lost nearly 1,500 tons of exportable pepper as a result. But it helped to give an idea of the size of the Indian crop, as the new season started with a clean slate.

The 1947-48 crop was less than 18,000 tons, of which 15,307 tons were shipped from Alleppey-Cochin ports. Calicut, Badagare and Mangalore accounted for the rest.

There was a fall in crop during 1949-50, when shipments from Alleppey-Cochin totaled 14,856 tons, and there was a reduction in interstate movement of pepper. The crop was estimated at 17,500 tons.

Travancore-Cochin produced a good Ballangotta crop in 1950-51, but the total Indian crop was only 19,500 tons.

Following are the figures relating to the crop for four Indian pepper seasons (November-October) and the import by the United States for four nearly corresponding years:

Indian crops, November-October: 1947-48, 18,000 tons; 1948-49, 19,500; 1949-50, 17,500; 1950-51, 10,500.

U. S. A. imports from India, January-December: 1948, 8,451 tons; 1949, 9,032; 1950, 11,616; 1951, 9,821.

Although some pepper is traded via Bombay, the entire producing area is 500 to 700 miles south of this port and the principal terminal markets for shipments are Alleppey, Cochin and Calicut. Pepper begins to arrive in late October and early November from South Travancore; central and North Travancore pepper begins to arrive from the second half of November. Malabar pepper arrives in the Tellicherry and Calicut markets in January.

The farmer-to-market movement of pepper is dependent on a number of factors, the principal one being price. The statistics relating to month-by-month shipment from Alleppey-Cochin ports would indicate the control the farmers have over the market, and should somewhat dispel the idea that the Indian farmers are not able to hold on if the price is not satisfactory. Given in an accompanying table are the month-by-month exports from Alleppey-Cochin ports.

Although July to October is the tail end of the season, the growers have brought large quantities into the markets in these months. The farmers hold such retentive strength largely because in India no grower is entirely

PEPPER EXPORTS FROM COCHIN - ALLPEPPER (in tons)					
	1927	1928	1929	1930	1931
November	1,871	1,862	1,870.15	1,883	1,873
December	1,660	2,760	2,760.15	1,136	1,061
January		1,175	1,378	1,061	1,061
February		1,716	1,675	1,061	1,061
March		1,170	1,795	1,283	896
April		1,082	1,057	563	1,130
May		504	835	737	925
June		2,277	1,212	653	694
July		369	1,014	588	1,447
August		110	952	2,490	1,380
September		195	351	1,462	1,211
October		316	1,004	730	930

dependent upon pepper as his main support. Pepper is only one of the many crops he raises. In fact, it is one of his minor crops.

Despite the great increase in price the production of pepper has increased little. There is the farmer's usual reluctance to uproot a plant which still yields a crop. But the main reason is that the farm holdings in the pepper areas are stabilized and no large scale extension is possible. The most that could happen is filling up of vacancies and greater concentration of planting. But neither of them can be expected to show any large or sudden increase in the crops. Six years of high prices have helped the farmers to hold their stocks until the markets meet them, even if the crop is larger than before.

It is recognized by many Indian planters that pepper

prices have risen far too high to be healthy, but any interference in the ordinary law of supply and demand would call for government action.

Although high prices are undesirable for more than one reason, it would be worth looking at the figures more closely. During the four years 1947 to 1951, the United States imported 64,709 tons of black pepper at an average price of just over 80 cents per pound, although fluctuations occurred between a low 28 cents per pound to a high \$2.80. However, pepper is the second largest earner of dollars for India, and the larger the dollar earning, the larger is India's capacity to buy in the American market.



Model Mary Thimmesch at ASTA's booth at the AMI convention.

## ASTA exhibit draws good response at convention of American Meat Institute

This year, for the first time, the American Spice Trade Association exhibited at the convention of the American Meat Institute in Chicago.

More than half of the 3,000 buyers, technicians and other representatives of the meat industry at the show visited the ASTA booth, it was reported to Joe Esler, Chicago representative of Coffee & Tea Industries.

Manning the booth were Lloyd M. Trafford, H. Walter Kuhl, John Fogelberg and Marshall W. Neale, of Publicity Associates. They were assisted by Mary Thimmesch, a pretty model.

The 20-foot-long booth had enlargements of pictures of spices and displays of 16-ounce jars of whole and ground spices. A flasher shine declared: "You Can't Improve on Nature!"

One ounce jars of ground natural pepper were distributed, along with copies of "The ABC of Spice Cookery," "Spices, What They Are and Where They Come From" and a booklet describing ASTA's research projects.

The committee which planned the exhibit and set it up included Charles Mayer, chairman, James Heller, Carl A. Bruch and Aubrey Voaden.

### Tea buying preferences in Italy

Customers who buy tea in bulk prefer thin, long leaf and uniform O.P. Broken teas are considered a lower type.

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# Restoring chocolate's old-Time Flavor

By ROBERT L. FOWLER and NORMAN W. KEMPF

*Dr. Fowler is a horticulturist with the U. S. Office of Foreign Agricultural Relations, formerly assigned to the Estacion Experimental Agricola in Ecuador. Mr. Kempf is manager of research for Walter Baker Chocolate and Cocoa, Dorchester, Mass. The article is from a report in Foreign Agriculture.*

Chocolate manufacturers, plant scientists, and governments are working together with cacao growers to make the chocolate of tomorrow as flavorful as the chocolate of 50 years ago. Few consumers realize that the flavor of chocolate has changed, for the change has been gradual and manufacturers have been skillful in adjusting their recipes.

They have had need for skill: first, the high-quality "flavor" varieties of cacao have gradually been giving way to less flavorsome varieties; second, the old painstaking practices of harvesting and fermenting, which contribute much to full-bodied flavor, have fallen into disuse in many areas. Chocolate manufacturers realize that they can go just so far in adjusting their recipes to these changes and that the eventual solution to their problem lies not in their own laboratories but in the cacao plantations.

The story of what has happened to the flavor of quality cacao in Ecuador is typical of what has happened to flavor cacaos throughout the Western Hemisphere. Arriba Cacao, for instance, which is a product of Ecuador, once had a very high quality. It had a rich, spicy aroma that made it much in demand by chocolate manufacturers for strengthening the flavor of their products. It was dependable and uniform and, up to 1910, was the principal cacao on the market. A good deal of its superiority was due to the fact that it was made up mostly of beans from Cacao Nacional (*Theobroma cacao* L.), which has been grown in Ecuador since before the days of the Spanish conquest and which, because of its plump and richly flavored beans, has been known as the Pride of Ecuador.

Early in the 1900's, however, the quality of Cacao Arriba began to decline. Apparently fewer "flavor" beans were going into it. To compensate for the change, manufacturers in the United States changed their recipes, and by skillful blending with other cacaos on the market, still managed to turn out a high-grade product. After all, they had other flavor cacaos to choose from, such as Estates Trinidad from Trinidad, and Maricao, Caracas, and Puerto Cabello from Venezuela; but, as time went on, these too deteriorated.

Over the years, so extensive has been the shift to non-flavor cacaos—but not to less nutritious ones, it must be said—that chocolate now contains about 20 per cent of flavor beans instead of the 70 per cent it once contained.

What had brought about the change in the quality of Cacao Arriba? For one thing, growers had begun to plant other kinds of cacaos besides Cacao Nacional. The shift began in 1890, when a type known as Trinitario was introduced into Ecuador from the island of Trinidad. Although Trinitario does not have the flavor that Nacional has, it has much to recommend it to growers. It reaches maximum production several years earlier than Nacional does; it yields larger harvests; it can be propagated more easily; it is not so exacting in its requirements.

Unfortunately, no one at first paid much attention to the flavor deficiency of the new type, especially since supply was short, demand was high, and the market price was as favorable for ordinary cacao as for the flavorsome Nacional. Little by little, Trinitario beans replaced those of Nacional in Cacao Arriba. Later, there were also beans that had been developed through intercrosses between the varieties, but few of them had the fine flavor of the Nacional.

The economic problems that arose between World Wars I and II had further depressing effects on the production of well-flavored cacaos. Diseases, too, plagued the plantations. Cacao growers began to lose heart. Many of the most skilled producers left their plantations to less knowing hands. Even with the ensuing decrease in cacao production in Latin America, prices continued to fall. New plantations of ordinary cacao were coming into production in West Africa and Brazil, keeping the supply high.

Before these changes took place, the Ecuadorian cacao grower had taken personal pride in preparing cacao for the market. He had harvested at frequent intervals and gathered only the matured fruit, a precaution he took because unripe fruit lacks the sugar needed for fermentation and contains excessive amounts of tannins, which give a harsh, astringent flavor to finished chocolate.

He had taken special pains with the fermentation process, which brings about chemical changes in the beans and results in the forming of flavor precursors. He had trained his workers carefully in the skills of the process.

He had conformed to high marketing standards, too. Beans were considered suitable for Arriba Cacao only if they had good color, flavor and odor and were not germinated, diseased, or damaged by insects. Then, when the beans were roasted at the chocolate factory, the characteristic Arriba flavor developed.

Since World War II, there have been indications that the best days of cacao production are not all in the past. For one thing, prices have become favorable. Growers have shown a renewed interest in cacao and are bringing many of the abandoned plantations into production.

The cacao-producing countries themselves are also lending support to cacao-improvement efforts. Ecuador,

for one, has established a cacao research station, in cooperation with the United States Point Four program. Also under Ecuadoran government support are several cacao-propagating centers, where progress is being made in producing superior varieties.

Fortunately, the present economic outlook for the cacao grower is favorable and the time is opportune for close cooperation between planter, scientist and manufacturer. Indeed, the cacao industry may be at the threshold of a new era, an era of profit for both the grower and the manufacturer—to say nothing of the consumer, whose fondness for good chocolate underlies the whole matter.

### **Suggests lime oil as alternative to cloves on hard-hit Zanzibar**

Owing to the serious damage done in recent years to the clove trees in Zanzibar by sudden death disease, an uncertainty exists with regard to the future prosperity of the clove industry in this colony. There is a pressing need for the establishment there of alternative crops, it is pointed out by E. Brown, T. J. Coombes and H. T. Islip in Colonial Plant and Animal Products.

One suggestion put forward is that a fruit industry might be developed, and included in this scheme is a proposal to establish 100 acres of limes during the next two or three years in blocks of not less than one half to one acre.

Lime trees already are grown in Zanzibar, and in 1950 it is estimated that about 60,000 pounds of fruit entered the market, but a considerable amount, probably half the production, was left on the trees, because during the main season the price was rather poor. No details are known of the yield of fruit per tree. All the lime trees were grown from seedlings.

If the production of limes be undertaken as a secondary industry, it is proposed that some of the fruit should be used for the preparation of lime oil.

As not all types of limes give an oil of good quality, it was decided to test the local fruit. The government laboratory prepared some oil from limes of the type commonly grown there. The method employed was to take whole fresh limes, most of which had not turned yellow, cut them up in a mincing machine, and distil the mass from glass flasks heated in oil baths containing coconut oil, a little

steam being passed through the flasks to help carry over the oil.

From the results of examination of the oil and from the commercial opinions expressed on it, it would appear that basically the oil is of good quality. The odor is a little inferior to that of commercial West Indian distilled lime oil, owing to the high citral content, and the flavor is considered to be somewhat lacking in body and strength.

Probably these deficiencies are due to the fact that the oil was prepared on an experimental basis in the laboratory. Distilled lime oil is a delicate oil, not easy to prepare, and deteriorates rapidly on exposure to air and light. However, it is to be expected that if produced by the carefully controlled methods of modern commercial practice, an oil of considerably better quality would be obtained.

### **Revive clove industry in Penang**

Before World War II about 360 acres were devoted to the cultivation of cloves in Penang, Federation of Malaya.

During the Japanese occupation over half of this acreage was lost through neglect and insect damage, most of the trees being overrun by secondary jungle.

In the postwar period, clove growers have been unable to afford the heavy initial costs involved in reclearing their land and nursing seedlings to maturity. It takes at least five years before a clove seedling will yield more than a pound of cloves and growers can receive a return on their capital investment.

The settlement agricultural officer estimates that slightly more than 200 acres, containing about 4,000 healthy trees, are devoted to the cultivation of cloves in Penang at the present time.

In prewar years cloves were exported from Penang principally to Indonesia and the distilling centers of Europe—particularly southern France—where consumers were conscious of their high quality.

Penang was known as the "Isle of Cloves," and the cloves were in greater demand and commanded a higher price than those produced in Zanzibar, India, and Indonesia.

Penang's clove production in 1950-51 was estimated at not more than four and a half tons and the value of the crop was about M\$15,000. The prewar average annual production was from 50 to 56 tons, valued at about M\$45,000.

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## Tea on upswing in U. S.

(Continued from page 140)

public to the United States and permanent delegate to the United Nations, told the convention.

General Romulo stressed, however, that it was going to take more than armed might alone to win the battle for democracy. Economic aid and assistance to achieve a rising standard of living under democratic institutions are equally important.

"A workable East-West partnership must be based on mutual respect and mutual advantage," he declared. "Any other approach—to regard Asian problems, for instance, purely or predominantly in terms of Western interests—would be doomed to failure. Free Asia desires not only economic security, but a position of dignity, equality and honor in the free world."

### Treadwell on publicity

Summarizing the tea publicity achieved during the past year, William F. Treadwell said the industry's program had been given the highest award of the American Public Relations Association.

He recalled, to the delight of the gathering, his efforts to publicize tea at the Republic National Convention. Despite formidable obstacles Mr. Treadwell and Oscar Gorenflo, of the Tea Bureau, succeeded in getting tea served to leading delegates in front of television cameras and to press, radio and TV personnel. Sound trucks, models and other measures carried the tea message to Chicagoans, and the press began to take impressive note of iced tea at the convention. In front page pictures of the crucial breakfast meeting when Stassen turned his votes over to Eisenhower, the two were shown drinking tea.

Mr. Treadwell summarized the results of Take Tea and See Week and the memorable parade in Stamford, Conn. Newsreel shots of the Stamford project, together with scenes from the Tea Bureau films, "Tale in a Teacup" and "String of Beads," were used to produce a new film, "Tea Town, U. S. A."

### Golden Teapot awards

Conventioners liked the movie, which will be shown on television programs and in movie houses, clubs and schools.

It was Mr. Treadwell's last report of this kind to a tea convention. He has joined the Leo Burnett Co., Inc. advertising agency for the Tea Council, but will continue to work with the tea industry.

On behalf of the tea industry, Mr. Claridge presented Golden Teapots for 1952 to four outstanding members of the trade.

Awards went to Charles F. Hutchinson, supervising tea examiner for the U. S., who is retiring next March after 40 years of service and to Harvey Swenarton, former director and treasurer of the Tea Association.

In honor of the 75th anniversary of the magazine, a Golden Teapot was presented to E. F. Simmons, publisher of Coffee & Tea Industries, formerly The Spice Mill. The award was accepted by Bernard Sachs, editor of the publication.

A Golden Teapot for Robert A. Lewis, retired dean of the tea field, was accepted by his son, Robert A. Lewis, Jr.

Other recipients of the award this year included Eric Johnston, former Economic Stabilization Administrator and president of the Motion Picture Association of Ameri-

ca; the S. S. United States; George L. Hartford, chairman of the board of the Great Atlantic & Pacific Tea Co.; Olivia De Havilland; Humphrey Bogart; Lucille and Desi Arnaz; Aaron Rosenberg, Universal-International Pictures producer, and Mayor Thomas F. J. Quigley, of Stamford, Conn.

## Testing consumer acceptance of your brand

By NORMAN H. GROSS

*This article, fourth of a series, is in two parts, of which this is the second. The article discusses ways to measure consumer attitudes to your product.*

In order to properly relate and evaluate the factors of consumer preference, it is necessary that we have information as to how the consumer prefers coffee, in adequate detail so that we may evaluate our preparation of the product for the consumption habits with which we have to deal, whether we like them or not.

In addition to the standard questions of drip, regular or automatic coffee makers, we ought to have answers to such questions as the following:

Do you carefully clean the coffee-making vessel and filters after each usage?

Do you measure coffee accurately?

Do you measure water accurately?

Do you use re-heated coffee?

How much coffee do you use per cup?

Do you usually throw away left-over coffee?

How do you store your coffee after opening the vacuumed can?

How much coffee do you purchase per week?

How many cups do you think you make out of each pound purchased?

The above questions are not in any particular context, nor are they in the form in which the questions would be phrased for consumer testing, since in all cases we should seek to establish the degree to which the consumer does or does not do certain things.

### Usage habits

Questions on usage should include number, sex and age group of all persons within the family, and their normal consumption of coffee by groups, both in cups and number of times during the day that coffee is consumed. Taste preferences relating directly to the type of coffee used and desired by the consumer should be accurately explored. Here questions touched on in the early part of the survey can be re-phrased to provide a more usable check for blend im-

(Continued on page 149)



# New York News

■ ■ In town for a few days last month was Manuel Mejia, manager of the National Federation of Coffee Growers of Colombia. Mr. Mejia left for London, by plane, with Andres Uribe, New York representative of the Federation, to take part in celebrations of the 300th year of coffee houses in England.

■ ■ Members of the trade have been mourning the death of Baker Stephens, partner in Owen & Stephens, widely known coffee brokerage firm.

Born August 16th, 1890, Mr. Stephens started in coffee in 1907 with Stuart & Walker, a New York City green coffee house. In 1910 he joined John D. Wells, Jr., and three years later he became associated with J. Aron & Co., Inc. In 1939 he went to Naumann, Gepp & Co., where he remained until 1945.

In that year he set up the firm of Owen & Stephens in partnership with Samuel H. Owen, a veteran of the coffee trade who was also in the Nauman, Gepp organization.

Mr. Owen will continue the brokerage business from the same offices, he indicated.

Mr. Stephens is survived by his father.

■ ■ In town early this month was Dr. Silvio Alves de Lima, president of the Associacao Comercial de Santos. Dr. de Lima is head of Lima, Nogueira S. A. Comercial e Exportadora, Santos, whose agents here are W. R. Grace & Co.

Dr. de Lima indicated that after talking to members of the trade here, he felt there was a wrong impression of the statistical position of coffee in Brazil. Supplies are declining, he said, and there is every evidence reserves will be exhausted by June, 1953. He declared that according to official figures the crop now being exported will not top 13,000,000 bags.

■ ■ Back from Brazil on the Moore-McCormack liner Brazil is Frank Buxton, president of the American Coffee

Corp. He was accompanied by Mrs. Buxton.

■ ■ L. E. Toro, well known to the coffee trade here, is closing his New York office and is setting one up in Mexico City, as of December 1st, to handle coffee trade between Mexico and the United States. He will also represent American agricultural supply and equipment companies in Mexico.

For the past two years Mr. Toro has been conducting his own green coffee business in New York City. Before that he headed an export business here. Earlier he was in the coffee trade in Colombia.

■ ■ Here on an extended visit to learn our ways with coffee is Charles Nilsson, Jr., of Charles Nilsson & Co., Stockholm, Sweden, leading agents for coffee and cocoa. In making this visit, young Nilsson is following in the footsteps of his father, who came here in 1916 for the same purpose.

Mr. Nilsson, who is 23, is spending some time with Balzac Bros. & Co., Inc., and with Ruffner, McDowell & Burch, Inc. He will also travel to San Francisco, New Orleans and Chicago. Later he will visit Brazil.

It is expected he will enter the Stockholm firm as a partner about midyear of 1953. An only son, he has always looked forward to taking this step.

After schooling, he spent time in the military air force of Sweden, and he also visited England and France.

Coffee imports into Sweden will probably reach 1,000,000 bags, as against 600,000 in 1950 he indicates.

■ ■ Carl Voelcker, a retired director of B. Fischer & Co., died recently at the age of 89. A resident of New York City, he passed away in a Boonton, N. J., convalescent home. He is survived by a son, three daughters and six grandchildren.

■ ■ The coffee trade is extending its

sympathies to Malcom J. Forbes, assistant director of the commodity division of Merrill Lynch Pierce, Fenner & Beane, on the death of his wife, Mrs. Mildred C. Forbes.

She passed away at the Glen Cove Hospital, Long Island, after a brief illness.

Surviving are a daughter, a son and a sister.

■ ■ Mrs. Lina Van Neuvenhuys Washington, widow of George Washington, founder of the G. Washington Coffee Co., Morris Plains, N. J., died recently at her Morristown, N. J., home after a long illness.

Mr. Washington founded the coffee company in Brooklyn in 1910 and moved it to Morristown in 1927.

■ ■ J. Peter Grace, Jr., president of W. R. Grace & Co., has accepted the chairmanship of the advance gifts committee of the 1953 Greater New York Campaign for the National Foundation for Infantile Paralysis.

■ ■ The Tea Club, New York City's informal organization for people in the tea trade, is holding a pre-Thanksgiving dinner get-together at the Chateau Tavern on November 20th. There'll be drawings for turkeys and such like, president Joe Diziki indicates.

■ ■ Carl I. Wood, executive vice president of Thomas J. Lipton, Inc., has accepted the chairmanship of the fund raising campaign of the George Junior Republic. Located at Freeville, N. Y., the George Junior Republic is a 550-acre community of boys and girls from 13 to 19 years old. For 37 years, its system of self-government has been a model for schools all over the world.

■ ■ A leading tea man and an ex-member of the industry have been elected members of the board of trustees of the National Urban League, oldest voluntary interracial service agency in the country.

They are Robert B. Smallwood, president of Thomas J. Lipton, Inc., and Benjamin Wood, former head of the Tea Bureau and now vice president of the William Esty Co., Inc., well known advertising agency.

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# San Francisco Samplings

By MARK M. HALL

■ ■ Helen Valadez, of J. Aron & Co., Inc., has returned from a visit to Mexico where she spent a month visiting friends. She has the whole office guessing as to just what prompted the visit, but as yet there is nothing being announced.

■ ■ Fred W. Ruhland, of C. G. Cambron, left the hospital and is on the road to recovery. He spent some time in the country before returning to his office.

■ ■ The Northern California group of the American Spice Trade Association met at the San Francisco Commercial Club. Harold Gavigan gave a talk on the cassia market. Ralph Stearn reported on the last meeting of the American Spice Trade Association in New York. Bob Pauli discussed spice standards and the development and progress made by the research committee. Frank J. Ferrellson is secretary.

The American Spice Trade Association's Southern group will hold a meeting at Santa Maria under the chairmanship of Lloyd C. Bellissime. The meeting will be held jointly with the Northern California committee under the chairmanship of Clayton Pauli. Ralph Stearn will make a report on the New York meeting of the Association.

■ ■ The S. F. Pellas Co., San Francisco, recently held a meeting of its Board of Directors and the following

officers were elected: Lloyd T. Thomas, president and treasurer, and member of the Board of Directors; E. T. Heathcote, vice president and director; Thomas E. Barrett, secretary; Fred Stasiowski, assistant secretary; Mrs. Alice May Pellas, widow of S. F. Pellas, director; Miss Rosita J. and Gloria V. Pellas, directors.

At a later meeting of the board, Lloyd Thomas was made president and treasurer of S. F. Pellas, Inc., New York; Hamilton W. Nolan, vice president; E. T. Heathcote, secretary; and Richard F. Wear, assistant secretary.

■ ■ Hamilton W. Nolan, manager of the New York office of S. F. Pellas, Inc. spent about three weeks on business and pleasure in San Francisco last month. His specific purpose was to attend the meeting of board of directors of the S. F. Pellas Co.

■ ■ Norman Johnson, of E. A. Johnson & Co., recently elicited the help of a number of coffee men to close his cabin for the year at Echo Lake. After the arduousness of this effort, the group went to Reno and took a chance or two on the red or black, depending on their fancy. They said they did some fishing. The work party consisted of Harvey Brockhage, Carl Corey and Jack Mooney.

■ ■ Irving Manning, with the Smart Faril Co., Los Angeles, was one of the out-of-townners attending the meeting of the San Francisco Coffee Club at the Peninsula Golf and Country Club. He wasn't the only coffee man there testi-

fying that it was an outstanding event.

■ ■ The last report on the whereabouts of John E. Duff and family stated that they were in London. Later he planned to go to France and visit other countries in Europe.

■ ■ On the board of directors of the National Coffee Association, which met last month in New York, are these San Franciscans: Ed Bransten, Bill Lynch, Harold Gavigan and Andy Glover.

■ ■ Ed Howatt, of C. G. Cambron, reported that the Kona crop was a full month late, due to slowness in ripening as a result of cold weather. It is reported, however to be normal in size.

■ ■ Dick Willcutt has been promoted as assistant to E. C. Ransey, coffee buyer at the George W. Caswell Co. Dick has been with the company for about six years, working in another department.

■ ■ Miller Riddle, of the Thomas J. Lipton, Inc., returned last month from a trip to New York, where he took part in a conference with executives of his company. While there he had an opportunity to take in one of the games in the World Series.

■ ■ At the last meeting of the Western States Tea Association Carl Corey, as president, introduced Jo Bransten, of M. J. B., to give a report on the recent meeting of the Tea Association of the U. S. A. at Bretton Woods. Jo also reviewed the problems raised by the withdrawal of the financial support by India to the International Tea Market Expansion Board. Apparently what prompted India was a desire to spend the money she had available in her own way to promote the consumption of her tea.

One of the visitors at the meeting was Robert Dick, United States Tea

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While on the trip in which he visited Bretton Woods, Jo Bransten and Mrs. Bransten had the pleasure of seeing their second son, Bob, entered at Dartmouth College.

■ ■ On October 18th the last of the free young green men—that is, free from matrimonial ties—was married.

The man was Jack W. Schimelpfenig, of S. L. Jones & Co. Mrs. S. was Elsie Melo, who up to the time of her marriage was a nurse at St. Mary's Hospital. She hails from Crow's Landing, in the San Joaquin Valley, and is the daughter of Mr. and Mrs. Emydio Melo, ranchers. Jack is a graduate of the University of San Francisco and is a native of the city. He served in the Navy during the war.

### Vancouver By ROBERT J. FRITH

■ ■ John L. Castleman, long associated with the coffee-importing-and-exporting business, has been named general manager of the food-processing division of Lang & Co., Seattle, it was announced by R. E. Lang, president.

■ ■ Wes Shannon, who is British Columbia director of the Canadian Spice Association, took a few weeks off for a long delayed vacation. He is leading figure in the spice plant set up in the Kingsway building, by Kelly, Douglas

& Co., Ltd.

■ ■ Beck Rowe, of New York, representing the coffee division of the Bunge Corp., was back in our town after visiting Seattle and some other nearby American and Canadian cities.

■ ■ In Vancouver at this writing spice prices are exciting the interest of all dealers. Ginger is the only item in this class that is offering at what are regarded as bargain prices of 50 to 60 cents. Japan dumped a lot of ginger on the market. Jamaica had a lot to sell. Prices on ginger worked down. But cloves are exciting, so far as Vancouver spice buyers are concerned. Wholesale prices start at \$1.45, work up to a retail of \$2.25 and higher, per pound. Good pepper, black, is wholesaling at \$1.75, with cinnamon good, wholesaling at \$1.75, even \$1.00. Chillies are scarce and firm and local spice dealers do not like to quote except for immediate delivery, or firm order. These prices, away out of line with New York spice markets usually, include duties, excise, and taxes, plus high freight rates.

### Testing consumer acceptance

(Continued from page 145)

provement. Also we can establish usage with and without sugar and cream combinations.

The questions should be carefully drawn to elicit from the consumer the taste preference of all of the members of the family and the relative desires for mildness, body, etc. In questioning along this line it should be possible to get from the consumer, in terms understandable to the coffee people, the flavor elements, as well as their relative proportion that he desires.

### The convenience field

In connection with the general research problem of the testing your current product and as a part of your long range business planning, it would certainly be advisable to include questions on the consumer's reaction to the convenience products in the field (solubles and coffee bags), and questions should cover the use of solubles or coffee bags, the reasons for their use, convenience, flavor, etc.

If coffee bags have not been marketed in your area it might also be well to include questions which would bring indications from the consumer most on whether or not she would prefer to make coffee in the same way most tea is currently made—in bags.

The questionnaire might also attempt to elicit from the housewife her personal problems in the preparation of consistently good coffee, and sound out the extent of the need for education in preparation, the degree to which consumer demand for convenience exists, as well as the degree to which soluble products or coffee bags can meet whatever such consumer demand is evident.

### Product improvement

The reasonable relationship of a program of testing and improvement contemplated in this article would assume at least minor changes in blend and roast on the part of those brands where consumer testing indicates the product is not enjoying sufficient consumer preference.

Alternatively, in many areas such testing may well lead to the establishing of a policy of more than one blend for vacuum-packed marketing. Where relatively high percentages of the consuming population show definite but different taste preferences, it might indicate the advisability of marketing both a so-called mild and so-called hearty blend, since the same advertising and promotion would serve for both blends and the market potential for both would be considerably greater than the potential for one. Another advantage might be increased shelf space on the grocer's shelves for your label, since a double stock would be required.

A result showing 50 per cent preference for blends of a mild character, and 25 per cent preference for institutional types, with 25 per cent not discriminating, would certainly justify such action.

It would probably be very interesting and productive to follow up a blend and roast development program with an advertising campaign directed primarily at informing the public that, based on their own taste preference and the water and other conditions in the area, you have developed, for them, in your own coffee, those flavor components they most desire.

While absolutely consistent blending of coffee is not possible because of the nature of the bean itself, it is certainly essential that a high degree of uniformity be achieved within the limits imposed by the housewife's habits. Any contemplated changes in the blending process should, of course, be consumer tested before any mass marketing is undertaken.

In contemplating the desirability of change, special attention should be given to preferences expressed by the younger-aged groups, since preferences in this group tend to establish future trends.

### Tea in Italy is a drink of the high income groups

Tea in Italy is not a drink of wide consumption, it is reported by Tea Trade and Industry, Calcutta. It is generally used by high income people, except in a few northern districts, although imports have increased in comparison with pre-war years.



# New Orleans Notes

By W. McKENNON

■ ■ The New Orleans Green Coffee Association held its annual Golf and Gin Rummy Tournaments, ending in a Stag Dinner, at the Lakewood Country Club. A very high attendance was noted. Milton Ruth, golf chairman, urged golfers to get an early start in order to finish 18 holes before darkness.

George Dodge won first prize, Mark Walters second, and John Lala third.

Ralph Schwartz was in charge of the gin rummy tournament, which began later in the afternoon and was completed before dinner at 7 p.m. Prize winners were Ed Gernon, first; W. J. Ganucheau, second; Bill Morgan, third.

Earl Bartlett was kept busy as master of ceremonies at the dinner and prize-awarding which followed.

■ ■ E. B. Muller & Co. have moved their offices from St. Peter St. in New Orleans to 333 Girod. Richard Drown, well known to the southern coffee trade for the past 40 years, continues as manager, and as in the past both chicory and coffee cereals will be warehoused at this same address.

■ ■ The World Series was especially enjoyed by Board of Trade members here this year, as a television set for the board room was obtained through the cooperation of Dr. Holmes Co., Ltd., and Earl P. Bartlett, membership activities committee chairman.

■ ■ Ralph Schwartz, manager of the local office, has announced that the new address of Schaefer Klausmann Co.,

Inc., in New Orleans is 302 Magazine Street.

■ ■ The New Orleans Export Managers' Club recently held an installation of new officers at the New Orleans Country Club, at which David Kattan accepted the duties of president. Guest speaker was James L. Sharp, assistant vice president and manager of the Foreign Department of the First National Bank of St. Louis.

■ ■ Henry F. Scherer, executive vice president of the Douglas Public Service Corp., has advised that Neil A. Bryning, formerly manager of the Atlanta office, has been elected vice president of the company and has been made general manager of operations of the Douglas Guardian Warehouse Corp. Mr. Bryning, formerly active in the banking business in Colorado, put Atlanta at the top of the list of the 22 district offices.

■ ■ E. P. Bartlett, Jr., L. W. Snow, sales manager and George W. Dodge, vice president of the American Coffee Co., have returned from trips to the interior and the Southeastern states in the interests of the firm.

■ ■ John Blackburn, of Ruffner, McDowell & Burch's Chicago office, was a recent visitor here.

■ ■ Malcolm Forbes, of Merrill Lynch, Pierce, Fenner & Beane, New York, was a guest of Bob Kingsmill at the New Orleans Green Coffee Association's Golf and Gin Rummy Tournament.

■ ■ Louis Arnaud, of Lafaye and Ar-

naud, and his family, are visiting England, France, Switzerland and Italy. In Italy they had an audience with the Pope.

■ ■ Raymond Hall, traffic manager, and Marvin Atha, of J. A. Folger & Co., Kansas City, were recent New Orleans visitors.

■ ■ Sam Israel, Jr., and wife are abroad, where they are visiting France, Italy, England and other countries.

■ ■ C. J. Lafaye, of W. D. Roussel & Co., Inc., has returned from a business trip through the western territory. C. V. Dorsa recently made a business trip through the eastern territory.

■ ■ Chester Black, of J. A. Folger's Kansas City office, was a recent New Orleans visitor.

## Southern California By VICTOR J. CAIN

■ ■ Clarence Hennessey, of the Naudmann, Gepp Co., importers of green coffee, passed through Los Angeles and called on many of his friends.

■ ■ Fred Hartley, formerly of Hass, Baruch & Co., wholesale grocers and roasters of Iris Coffee, has recently joined J. Aron & Co., Inc., New York. Fred recently completed a course at the University of Arizona in foreign trade, and was more than anxious to connect himself with a green coffee house. The best of luck to Fred in his new endeavor.

■ ■ Bill Morton, accompanied by his wife, Mary, took off for Las Vegas in search of good fortune, and to meet his son, Bill, who had just completed a summer course at the University of Colorado. They spent several days there, but the unexpected did not happen and they all returned to Los Angeles.

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les. Young Bill will remain here for several weeks before returning to his studies at college.

■ ■ The Los Angeles Food Brokers Association held their monthly hi-jinks tournament. The Huggins-Young Coffee Co. and the Wilbur Curtis Co. acted as hosts. Jack Arnold and Wilbur Curtis represented their respective firms. Jack acted as master of ceremonies, ably assisted by Wilbur in the distribution of prizes. Al Vogler, formerly of Coffee Industries, Inc., and now associated with Nolan Paper Co., Charlie Nonenmacher, of the Jewel Tea Co., Inc., Rube Aasland, of the Royal Importing Co., and Vic Cain, of W. J. Morton, Inc., attended and joined the boys in attempting to break par on the course.

■ ■ Pope & Talbot were hosts to the coffee trade for the Propeller Club luncheon and the day designated for the Merchant Marine Conference. Senator Leverett Saltonstall, of Massachusetts, was the guest speaker for the day. Those of the coffee trade in attendance were the following: Ray Bradt, Earl Lingle, Jim Duff, John and Charlie Mack, George Smith, Bill Morton, Bill Waldschmidt, Bill Kunz, Tom Halpin, Bill White, Herb Knecht, Charlie Nonenmacher, Herman Landon, Warren Emmerling, Walter Dunn, Lorie Moseley, Ed Apfel, Joe Magie and Vic Cain. As usual, Pope & Talbot was well represented, with George Bushnell, Bill Eagle, Bill Beckett and Mike Donner keeping their eyes peeled to see that everyone was well taken care of in all respects.

■ ■ Terry Burke, of Moore-McCormack Lines' New York office, was in Los Angeles for a few days accompanied by K. C. Tripp, vice president and general manager for the firm on the West Coast.

#### By JOE ESLER Chicago

■ ■ John Neumann of Hard & Rand Santos offices was in Chicago calling on the trade in company with Wes Becker, their Chicago agent.

■ ■ A party was given by the Superior Tea & Coffee Co. honoring Albert Ullrich of the home service department who is retiring after 33 years of service with the company.

■ ■ H. H. Hixson & Co. has added five salesmen to its Chicago sales staff in a drive for greater distribution of its extra rich vacuum pack coffee.

■ ■ La Touraine Coffee Co. held a two day sales meeting at the Conrad Hilton Hotel last month with sixteen of the sales staff attending.

■ ■ W. A. Gerbosi, executive vice president, and C. H. Kerry, sales promotion manager, are making a country wide tour holding sectional meetings with the various branch salesmen. At Los Angeles he presided at a meeting of association members of southern California at the Statler Hotel.

■ ■ Steele Wedeles Co. is celebrating its 90th anniversary with special sales drive on its Savoy brands.

■ ■ Walter Belinky, sales manager of the Continental Coffee Co., has returned from an extended European motor trip which he reports was the finest he ever had.

■ ■ Continental Coffee Co. has a new house organ called the Continental Courier.

■ ■ Ed Sieling of the Sieling Urn Bag Co. reports good response from the trade for its new hot tea urns which turn out three gallons of tea very quickly.

■ ■ Chris Zees, head of Zees Coffee Urn Co., returned from an extended trip to various key markets where he demonstrated the new automatic coffee urn. He reports fine trade reception.

■ ■ Alvin Zander of Zander & Co., New Orleans, was a business visitor to the Chicago market last month.

■ ■ Midwest regional meeting of the NRTCMA was held at the Morrison Hotel last month with a large attendance from the trade in this territory.

■ ■ The Pioneer Coffee Co. had a sales meeting of the entire sales organization with 110 on hand for the dinner.

■ ■ Jewel Tea Co. reports the new Jewel Gem processed coffee, packed in small porous bags, is 100% coffee and each package contains coffee for one cup of delicious coffee.

■ ■ Henry Schmidt, manager of the coffee division of Nabob Foods, Ltd., made a quick trip to Chicago and Toronto in the interests of his firm. Chicago is his old home town.

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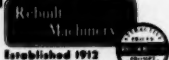
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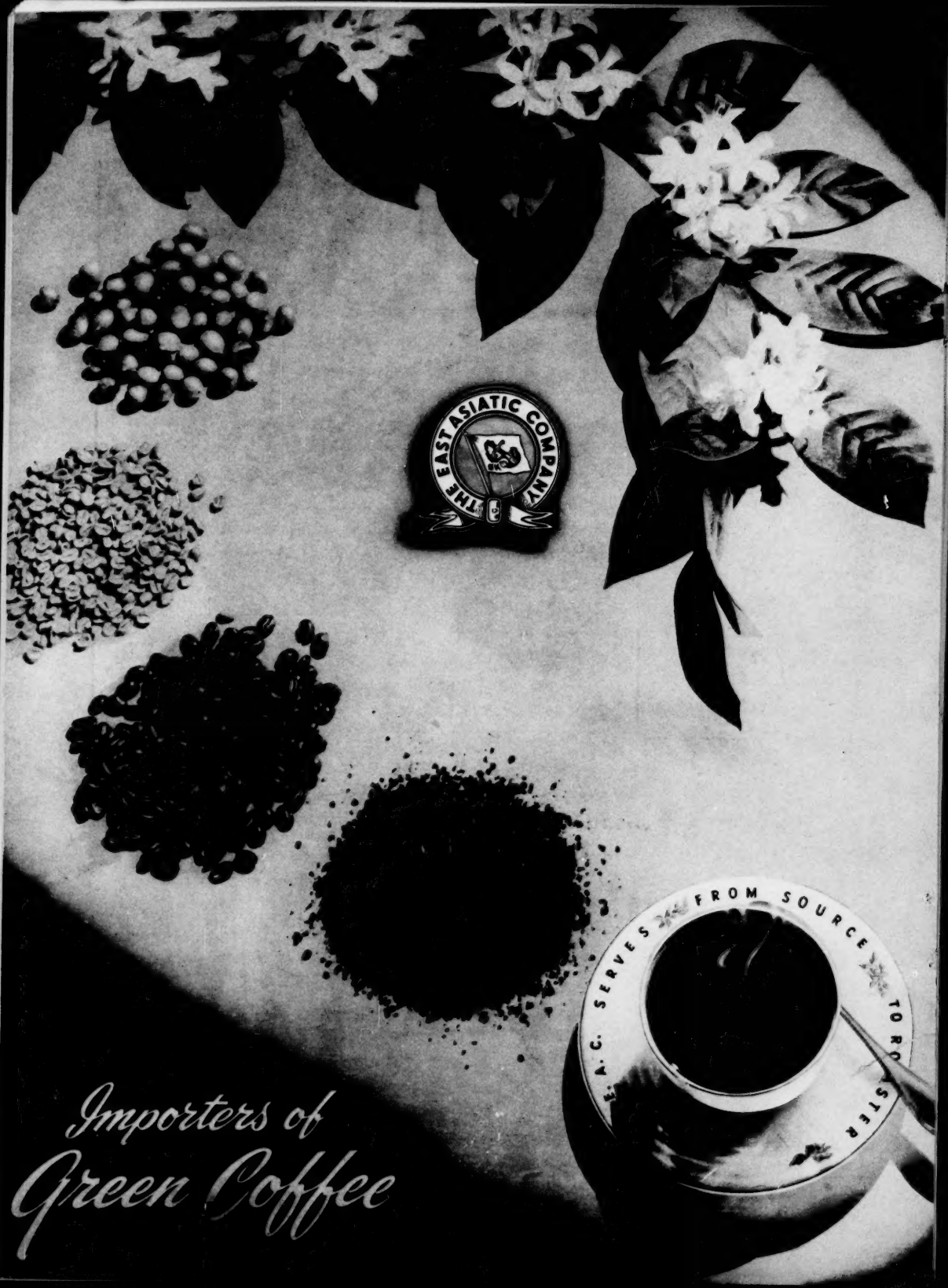
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